

# Simba

## 'Sales Through Web Chat' programme

Simba is one of the fastest growing mattress companies, as featured in The Times Top 100 Start-ups. The organisation enlisted the help of Ember Services for consultancy, analytics and technology advice to establish its operation and position for growth, as well as Ember Real Results for Human Resource and Learning & Development support.

### How we helped

A number of projects have been completed over the past year with the London based client, beginning with an evaluation of customer communication, which is largely done via digital channels, primarily Live Chat. The needs analysis work showed a high usage of sales phrases, but that the effectiveness of the phrases could be improved and that all chats could be more conversational in tone –e.g. asking individual customer questions and tailoring the responses. A 'Sales through Service' chat programme was designed and delivered that was supported with an overhauled Quality Framework.



"We very much appreciate all the support you and your team have given us, it gets us so much closer to what we were trying to do!"

Lewis Daniel, Director of Customer & People

### The Real Result

The success of the programme was evident immediately, in particular with a decrease in the amount of unnecessary discounts being given to assist with closing the sale.

Delegates commented that they felt 'clearer' and 'more confident' in the style of conversation to use.

Chat was also used to handle post-sales customer service as there are a large amount of delivery queries and support queries in relation to known challenges such as smell, firmness and the 100 night guarantee. Advisors were trained to handle these positively and professionally, using a blend of short 'canned' responses and personalised text to create maximum efficiency whilst still retaining customer satisfaction.

Ember Real Results also delivered training for the managers of Advisors to embed the Chat Skills effectively using improved Quality Coaching.

## Our Solutions

Here at Ember Real Results we pride ourselves in leading the way in Contact Centre learning solutions including customer conversations via 'Live Chat'.

With industry experts working on the team we work with our clients to ensure their live chat solutions are modern, practical and that it equips their front line teams with the skills to deliver the customer service and sales skills required through a chat function.

[Find out more about our services](#)

[Get in touch with our experts today](#)