

Godiva

Customer Success Story

Godiva Increases Sales and Average Order Value Through Customer Service Interactions

Solution:

Radial put a pilot training program in place, starting with twenty agents, utilising the Listen, Acknowledge, Make a Statement, Ask a Question methodology - is a way to manage and guide conversations, along with soft skills sales training that Radial partnered with McKee Consulting to implement with agents. Along with the twenty agents, Radial Supervisors completed the training, as well as a "Positive Coach Approach" training in order to properly support the new agent skills during one-to one coaching sessions that Radial conducts.

Based on the successful launch of the program and the results achieved by the twenty pilot agents, Radial rolled the training out to new-hire agents. Now, all new agents for Godiva are trained to successfully upsell and increase conversions through formal sales training that is now part of Radial's Learning Management System.

Result:

As a result of Radial's new agent and supervisor training, Godiva's conversion rate has increased 19%, surpassing the Chocolatier's goal; and average order value has increased 5% year over year during the holiday season. In addition to this growth, agent morale was boosted as they became equipped with the skills and tools to offer upsell suggestions tailored to the consumer's needs.