

# **Live chat rises to #1 service channel for ticketing service**

- surpasses phone & email as the service channel with  
most positive feedback**





A basketball hoop with a white net is visible in the upper left. A basketball is in the lower right, slightly out of focus. The background is a blurred gymnasium with bright lights and a colorful light bar at the bottom.

# Who are they?

## - and what have they done

Lippupiste Ltd is Finland's leading ticketing service provider. The company is part of CTS Eventim AG & Co. KGaA, which is the market leader for the entertainment ticketing industry in Europe and operates in 23 countries.

Lippupiste has been using giosg's services for about half a year now. The experience has been a learning process, and according to Lippupiste's Service Director Pirjo Peltomäki and Team Leader Kati Immonen it is now time to develop the service further. After having used the chat reactively until now, they are ready to take a more proactive approach.



# Customers perceive chat as a pleasant way of communicating

The chat has been a positive experience for Lippupiste, and they believe that it is working well. The interaction in the chat has been very positive and the messages tend to have a positive tone straight from the beginning of a conversation. The chat is in fact the service channel that, compared to phone and email, gets the most positive feedback from the customers.

The chat has been a learning process not only for the customer servants but for the website visitors as well, and as the months have gone by also they have learned to utilise the chat. As a result, the range of questions asked in the chat is now broader than in the beginning.

The customers appreciate that they get help fast, and that they get it real-time when they need it. The chat is perceived as a pleasant way of communicating, and according to a survey made by Lippupiste the customers also wish for the interaction there to be relaxed and casual.



# The company now sees chat as a part of the bigger picture – and plans to develop it further

The customer servants i.e. the chat users, find the giosg user interface easy to use. It has proved to be good tool and is now used alongside other service channels.

It took some time for Lippupiste to figure out the amount of resources needed in the chat, but by using the chat they eventually learned that it doesn't actually require as many users as was thought in the beginning. Once they discovered how the chat should be handled, they were even able to extend the service hours of the chat.

The customer servants can manage the chat while they take care of other tasks, and at the moment the chat is run by 1-3 users at once. Immonen and Peltomäki intend to develop their chat use further. As the chat is now seen as a part of the bigger picture, it will also be taken into consideration when developing and building up Lippupiste's brand.







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