



**How Live Chat helped The 146th Open
Golf Championship to sell out their
hospitality packages**



● THE CLIENT

The Open Championship, also known as The Open, is the oldest and a major international championship in professional golf. The event is organised by The Royal & Ancient (R&A) and is held in the United Kingdom.

The Open was found in 1860 by pioneering golfers with one motive- to crown the Champion Golfer of the Year. Since then, it has produced a remarkable legacy of great champions and has been played over some of the most prized links courses in the world.

Through its official website, The Open offers tickets and the finest, fully inclusive sporting hospitality packages to complement the top-class action on one of the world's greatest Championship courses.

● THE CHALLENGE

To increase sales by attracting visitors with the details of hospitality packages for the 146th Open Golf Championship.

● THE SOLUTION

The Open teamed up with Commversion to provide a 24/7 live chat service on their hospitality pages. The aim here was to engage with web visitors in real time and answer their queries relating to The 146th Open hospitality packages.

Over a period of one month, Commversion's live chat agents were able to proactively assist website visitors, giving a personalised touch to their browsing experience. Furthermore, the recorded live chat transcripts helped The Open develop a comprehensive database.

These efforts, in turn, helped increase customer satisfaction and direct online sales.

RESULTS

Due to Commversion's successful assistance in helping The Open overcome their challenge, this collaboration continues for the 147th Open Golf Championship.



94% Customer **Satisfaction**



151 Leads in less than **30 days**



26 Sec Average **First response time**



29 Sec Average **response time**



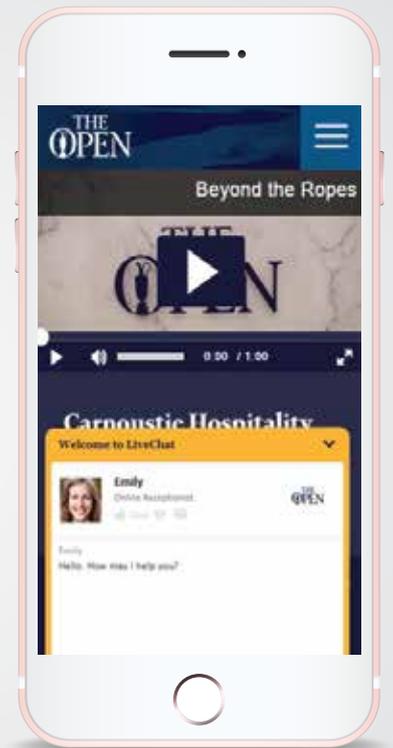
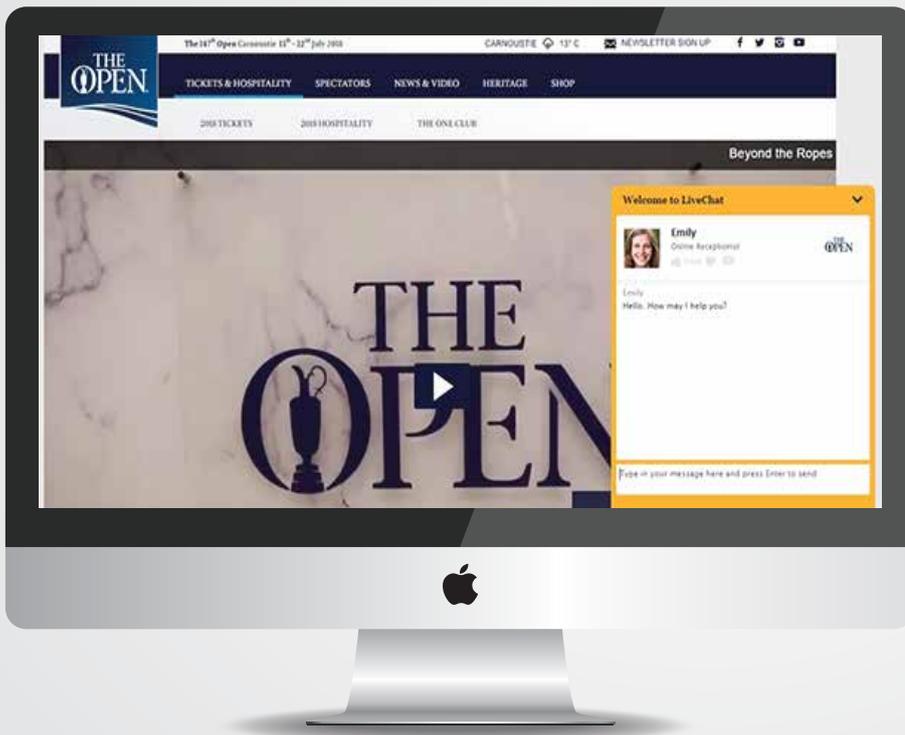
Brett Tonkyn

Director of Sales
The Open

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We've seen a significant increase in the conversion rate of website visitors to leads since we've incorporated their 24/7 Live Chat service. They're reliable, efficient and quick to respond.

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WHAT WEBSITE VISITORS HAD TO SAY...

Great, very helpful, glad it popped up as I had no idea where to start looking for the info I needed.

Very good and really helpful

Very easy, informative and polite. Much easier than a call

Very quick response

It makes me want to visit again.

It gave me what I asked for.
10 points