

Live interactivity creates high customer satisfaction for online retailer

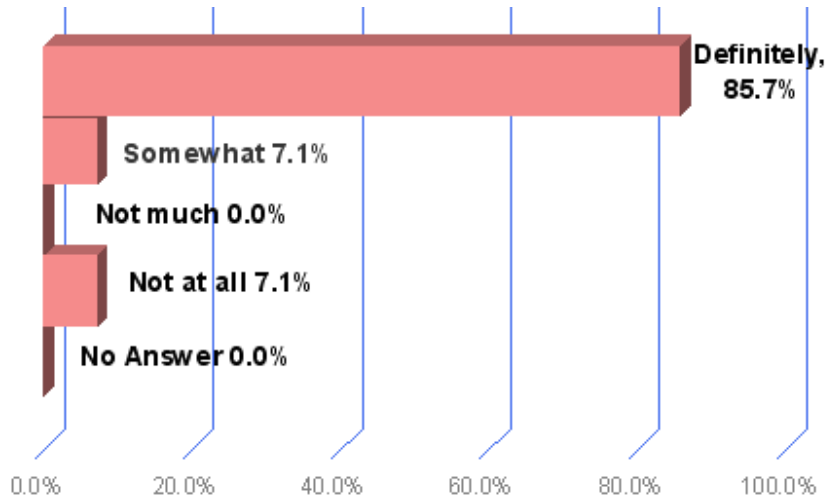


Marketing athletic supplements online is faced with a difficult challenge—the need to provide personalized product information. One company solved the problem with live online help. And earned high marks for customer satisfaction.

Muscle Marketing USA, Inc. manufactures and distributes athletic supplements on four continents. A significant proportion of the company's sales are made through the Web channel (www.creatine.com.)

Muscle Marketing's customers are often faced with complex technical issues in their purchasing decisions, having to optimize for specific performance goals, the customer's sex, body type and so forth.

To help its customers in their buying decisions, Muscle Marketing installed LiveReach™ interactive applications on the Web site. With a mouse click, customers can now speak live with a product specialist for personalized advice. The customer has a choice of using text chat or PC-to-PC voice, depending on personal preferences or the availability of microphone and speakers on their computer.



Usability index: to the question "Does live interaction enhance the usability of our web site?", an overwhelming percentage of customer (85.7%) responded "Definitely."

Measuring results

To measure the acceptance of the interactive facility, Muscle Marketing took advantage of a feature included in the LiveReach™ application suite. LivePolls™ delivers customizable online questionnaires or survey forms to either customers or agents. Survey reports can be retrieved on-demand in real time for precise monitoring.

The results of the six month survey showed very high acceptance of customer access to live help. The responses have validated Muscle Marketing's objectives of enhancing usability and customer satisfaction so decisively that live interactivity will be further developed to become an integral part of the company's Web experience.

The customer satisfaction questionnaire

The reporting period is from May 21 to October 27, 2004.

1. How would you rate the knowledge of the agent?	Great 85.71%	Good 7.14%	OK 0.00%	Poor 7.14%	No Answer 0.00%
2. How would you rate the overall experience?	Great 92.86%	Good 0.00%	OK 0.00%	Poor 7.14%	No Answer 0.00%
3. Do you find that live web interaction is effective?	Great 92.86%	Good 7.14%	OK 0.00%	Poor 0.00%	No Answer 0.00%
4. Do you find that live web interaction is convenient?	Yes 92.86%	No 7.14%	No Answer 0.00%		
5. Do you find that live web interaction is valuable?	Yes 92.86%	No 7.14%	No Answer 0.00%		
6. Does live web interaction enhance the usability of our web site?	Definitely 85.71%	Somewhat 7.14%	Not much 0.00%	Not at all 7.14%	No Answer 0.00%
7. Did live web interaction make obtaining results easier?	Definitely 85.71%	Somewhat 7.14%	Not much 0.00%	Not at all 7.14%	No Answer 0.00%

LiveReach™
Interactivity On Demand

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