



CUSTOMER STORY

Transforming online jewelry purchases through chat, bots, and smarter conversations

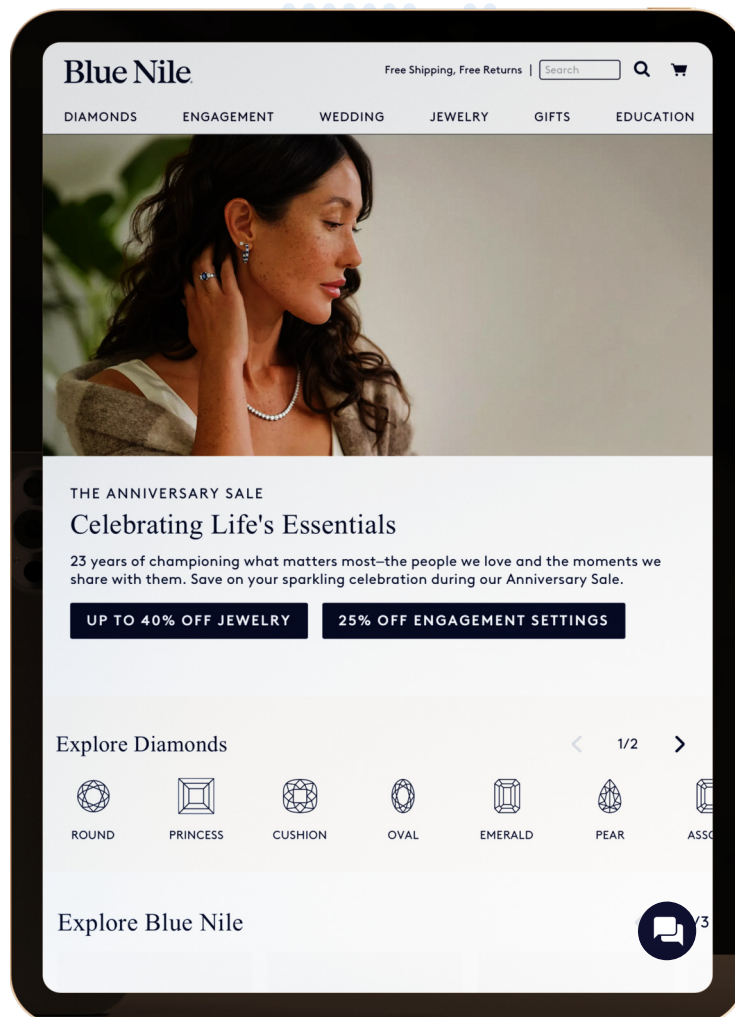
The story of Blue Nile

featuring  Freshchat



At a time when digital-first businesses in the jewelry space were practically non-existent, Blue Nile successfully established itself as one of the first. Founded over 21 years ago, Blue Nile now serves customers in over 60 countries, and is now a renowned leader in the online jewelry business.

A subsidiary of Bain Capital, the company, headquartered in Seattle, Washington, is considered a pioneer in bringing pricing and quality transparency to the jewelry industry – indeed, it is now known for the incredible quality it offers at fair prices. Blue Nile aims to break away from the conventional category truth that online shopping is not for high-value items.





Blue Nile: A gem of an online jeweler

Online shopping is usually a solo endeavor, but diamonds aren't your average online buy.

Blue Nile, having pioneered the practice of buying affordable diamonds online, knows their customers well. Their website is not only incredibly easy to navigate and purchase from, it also offers ample assistance to users who need a guiding hand. They also encourage customers to call them for clarifications – after all, good customer service is the the best way to sell.

However, as remote working became commonplace starting in 2020, they soon realized that they needed to add another customer support channel to their existing setup – one that wasn't as cumbersome as an email, or as conspicuous as a phone call.

Reacting to customer pain points with innovation

Blue Nile's sales and support teams had their work cut out for them. They had to enable:

- ✓ Discreet conversations with customers on the channel they preferred: Chat
- ✓ High-velocity exchanges and convenient access to support
- ✓ Pre- and post-purchase assistance that didn't involve physical visits or phone calls

Many problems, one solution

Now that they had a problem to solve, Blue Nile decided to plug other gaps in their customer and agent experiences while they were at it. While customers demanded speed and instant replies, agents craved more context into customer interactions, and technological assistance in day-to-day operations. Could a simple live chat tool do all this?



What customers want

- ✓ An intuitive way of having conversations with support agents on the same platform they made their purchases – Blue Nile’s website.
- ✓ Answers to simple questions (where’s my order?) delivered with minimal wait-time and effort expenditure.



What agents want

- ✓ Full context into every customer interaction, including data from past interactions, available at their fingertips.
- ✓ Deflection mechanisms that handled simpler queries, while they worked on fulfilling complex, personalized requests.

Blue Nile wanted software that checked every box, not just some of them. Their commitment to thorough customer satisfaction led them to Freshchat, the conversational support platform.



More sales, more satisfied customers, and more efficient agents.

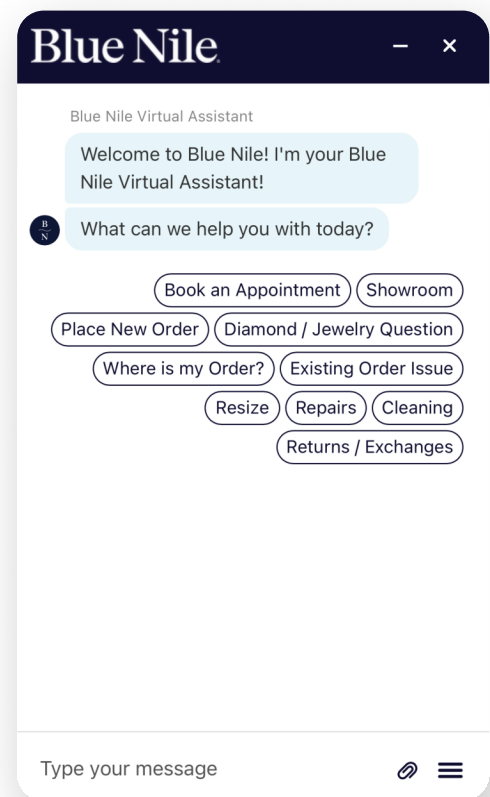
How? Smarter Conversations

Blue Nile deployed Freshchat to transform the way their customers viewed agent interactions. With conversational messaging, sales and support morphed from transactions to two-way conversations, resulting in significant wins for both customers and the business.

1 Live chat powers fully guided purchases

Agents can now carry out entire consultations and sales with customers through the live chat widget on the Blue Nile website. This served the dual purpose of being infinitely more discreet than a call, and incredibly easy to use. Shoppers adopted it within a few weeks of implementing Freshchat, and agents reported that they were able to sell big-ticket items through chat just as easily, if not more.

Revenue generated through chat-based sales increased **2x** post Freshchat's adoption.



2 Bots permit instant self-service

Blue Nile's Virtual Assistant bot, accessible through the website, allowed customers to find answers to questions themselves. This effectively automates a large chunk of incoming queries, usually requiring no agent to step in.

Escalation to a live agent is seamless as well, giving shoppers more options than ever.

3 Agents are empowered with complete context

Once a customer decides to chat with an agent, having context on said customer's past behavior or activity can be an agent's most powerful resource. To enable this, Freshchat integrated with a multitude of third-party systems including Blue Nile's CRM – a treasure trove of customer context.

- ✓ **For returning visitors:** This meant the agent they chatted with already knew about their purchase history and preferences, allowing them to provide personalized support from the get-go.
- ✓ **For new visitors:** The chatbot is programmed to collect information, qualify queries, and direct them to the right agent – thereby giving the agent a fair idea of who the customer is, and what they're looking for. This is a tremendous time-saver for buyers and agents alike.

4 Proactive communication enables customized service

Freshchat's *Campaigns* feature enables agents to trigger personalized, intent-driven messages that anticipate customer needs. By reaching out to customers with assistance or suggestions that align with their behavior in the past, Blue Nile's service is transitioning from being reactive to being proactive and customer-centric.





“

With Freshchat, our customers could be sitting on the couch next to their partner, chatting with one of our agents, purchasing and picking out the perfect piece of jewelry for them, and he or she would never know! We doubled the amount of revenue that's coming through our chat platform.

Michael Hopkins
VP of Sales and Service

Blue Nile



Power smarter customer conversations –
anytime, anywhere.

Ready to take the next step?

Try Freshchat



Want to know more?
[Visit our website](#)



Get a personalized demo
[Book a meeting](#)



Get Inspired
[Read customer stories](#)



Email us at
experience@freshworks.com