



Microsoft Brings the Human Factor to their Online Store with Stryng, Resulting in a Lift in Sales



Overview

Founded in 1975, Microsoft is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential. Microsoft is ranked **#31** in the Fortune 500 and is one of the **Top 20 World's Most Admired Companies**.

Challenge

As the high tech market grows ever more competitive, and the Mac vs PC battle continues to rage on, **customer experiences that drive loyalty are all the more critical**.

The Microsoft store (both physical retail locations and online) is a key channel for the brand to engage more directly with customers, foster loyalty, and create fans.

Microsoft Retail Stores

Microsoft opened its first physical store in 2009, and has since opened more than 110 retail locations. The stores aim to improve the PC and Microsoft purchase experience for consumers worldwide and let them truly experience the Microsoft brand while making technology shopping easier, more enjoyable and exciting. It's designed to showcase new products and provide a physical environment for consumers to connect with the company, putting a face on the brand.

The stores are staffed with experts who can answer questions, make recommendations, help with setups and provide tech support in order to deliver outstanding choice, value and service to their customers. Every aspect of the Microsoft Store is designed to facilitate interaction among customers, the technology and the knowledgeable, highly trained employees. The stores help Microsoft transition from a transactional business model to one focused on building and nurturing relationships with their customer base.

Microsoft Online Store

Microsoftstore.com was launched in 2008 and is consistently ranked a [Top 100 retailer by Internet Retailer](#). The store has a tremendous reach, serving more than 1 billion customers in 228 markets worldwide. The online store carries Microsoft's full product line and offers 24/7 support, but it's quite difficult to digitally deliver the same type of complete brand experience as the physical locations.

Over the next few years, Microsoft focused on improving the [customer experience on the online store, trying to get closer and closer to matching that in-person familiarity](#) to drive increased online sales, customer satisfaction and service levels. Site enhancements included an answer desk, community, personalization, live chat, rich product data and ratings and reviews. Yet the digital experience still lacked that human factor that was so impactful in stores.



Inside a Microsoft Retail Store in Canada

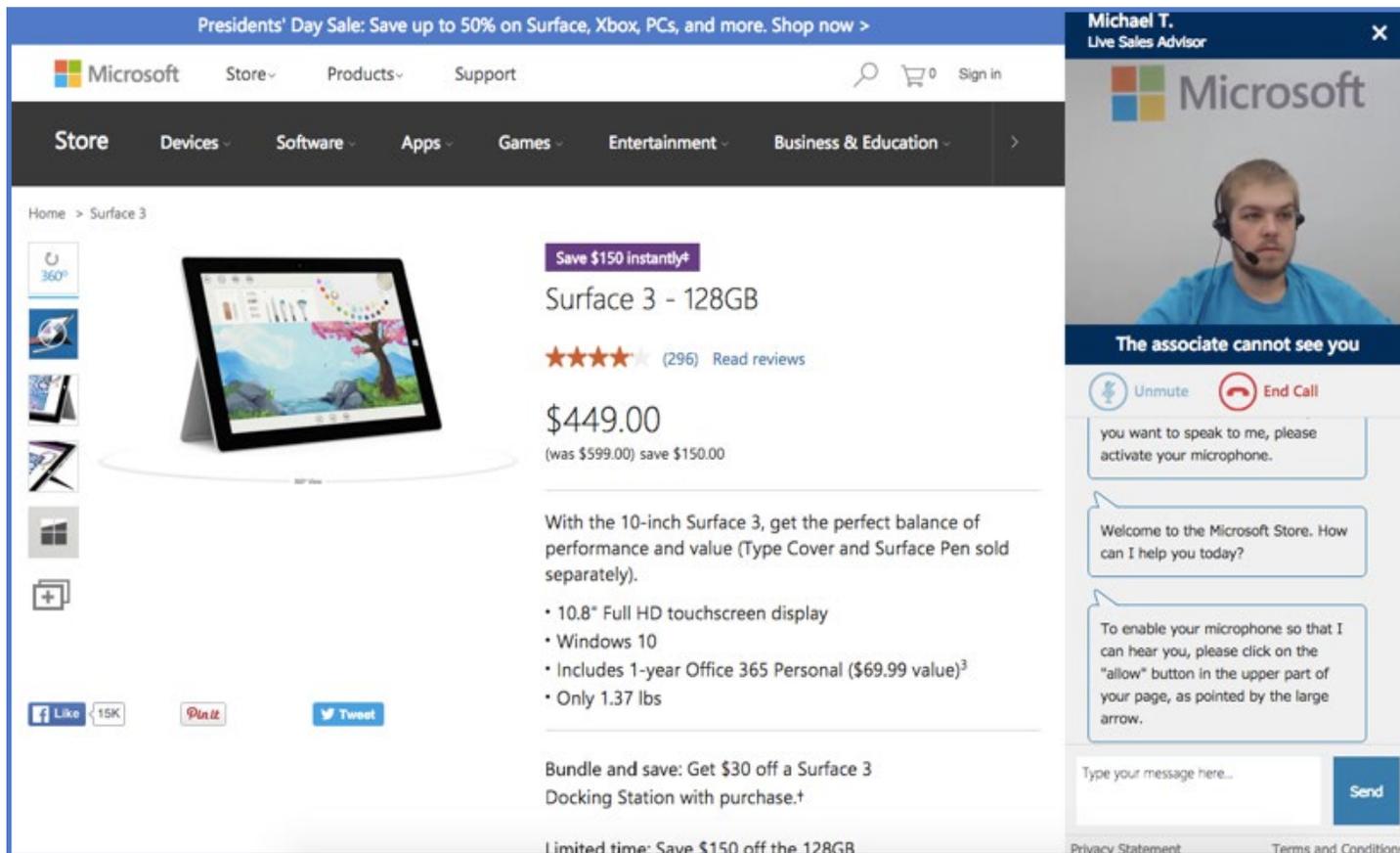
1 billion
customers served

228
markets worldwide



Solution

In 2014, a new technology came out to achieve their vision of delivering an in-person experience online, and Microsoft contacted Stryng to bring the benefits of the physical retail experience with a Microsoft Store Associate to the online store.



The screenshot displays the Microsoft Store website during a Presidents' Day Sale. The main product featured is the Surface 3 - 128GB, priced at \$449.00 (a \$150.00 discount from \$599.00). The product page includes a list of features: a 10.8" Full HD touchscreen display, Windows 10, a 1-year Office 365 Personal license, and a weight of only 1.37 lbs. A bundle offer for a Docking Station is also visible. On the right side, a live sales advisor window for Michael T. is active, showing a video feed of the associate. The chat interface includes controls for muting and ending the call, a text input field, and a 'Send' button. A message from the associate asks the user to activate their microphone. The chat window also displays a welcome message and instructions for enabling the microphone.

Stryng platform brings the human factor to Microsoft's online store by giving them all the tools to have a rich, interactive conversations with online visitors, as if they were face to face.

Microsoft's online store associates can provide pre and post-sales assistance on products and services using 1-way video chat, co-browse, file-sharing and live product demos.

Using Stryng, Microsoft can deliver that same personal contact among their customers, technologies and highly skilled employees that makes the physical stores so successful. Video promotes natural conversations, enhanced by digital tools through which visitors can tell the associate about their needs. The associate can share documents and videos, push pages, navigate the site, fill out forms together, perform live product demonstrations and complete transactions.

The Microsoft associate has greater information about the online visitor than a physical store employee would, as they can see intelligence and purchase history of that visitor before the conversation even begins, allowing them to deliver a superior level of service. This service not only delivers an enhanced visitor experience; it differentiates Microsoft as an innovative brand that is investing in their customer relationships.

Results

To date, Microsoft has held hundreds of thousands of rich conversations through Stryng on their online store, and customers have responded very positively to the new channel.

Microsoft has experienced **significant results** in sales, support, and loyalty, with gains seen in online sales volume, conversion rate, average order value, customer satisfaction score, net promoter score and word of mouth index. In fact, Stryng conversations on the Microsoft online store deliver the **highest customer satisfaction rates** of all channels.



ABOUT STRYNG

Stryng gets you closer to your clients. Our client messaging platform strings messaging, audio, video, screen-sharing and collaborative moments into one single, continuous conversation so that companies can communicate over time with their clients in the most personal, convenient and productive way possible.

Stryng also offers PCI-compliance to protect your clients' confidential data during live conversations.

Learn more at www.stryng.com