

Eaton Customer Courtesy & Product Quick Search

Making it easier for customers to buy!

Challenge



Eaton, a global corporation with over forty business units and hundreds of distributors, needed a call center to help customers quickly and easily connect with the right distributors. With hundreds of thousands of parts available and hundreds of distributors serving different industries, finding the right part and the distributors who sell it could be challenging for customers and Eaton employees. Eaton also needed a call center provider that had the IT expertise to build and maintain a web-based “parts locator” program.

Solution

Ultimate Lead Systems set-up a dedicated 800 number and “parts locator” program that enables customers to search for parts and distributors online and/or call for customer assistance and referrals.

ULS implemented live “Web Chat” services with operators to assist visitors to the Product Quick Search. The ULS Lead Advantage program was also implemented to identify companies that visit the Product Quick Search (without calling) along with the products the visitors search for and the distributors they select. All caller and website visitor data is now captured in a web-based Contact Management program for tracking and analysis.



Results

ULS now helps Eaton meet the needs of more than 3,000 callers per month and 300 plus unique Product Quick Search visitors each day who view over 30,000 product pages per month. In addition, ULS helped Eaton identify the top corporate visitors to the Product Quick Search site including companies like Boeing, Northrup Grumman, GE and others along with their product interest. As a result, Eaton is now quickly routing customers to appropriate distributors and divisions, and tracking caller and visitor interest to better identify and serve their customers’ needs.