

# How CAS increased sales by **200%** with video calls

## Introduction

Founded in 2008 in Toronto, Canada, **Canadian Appliance Source** is a forerunner retailer of modern kitchen and home appliances in Canada. The company started with one showroom (which quickly grew into seven showrooms), with the concept of being an online business.

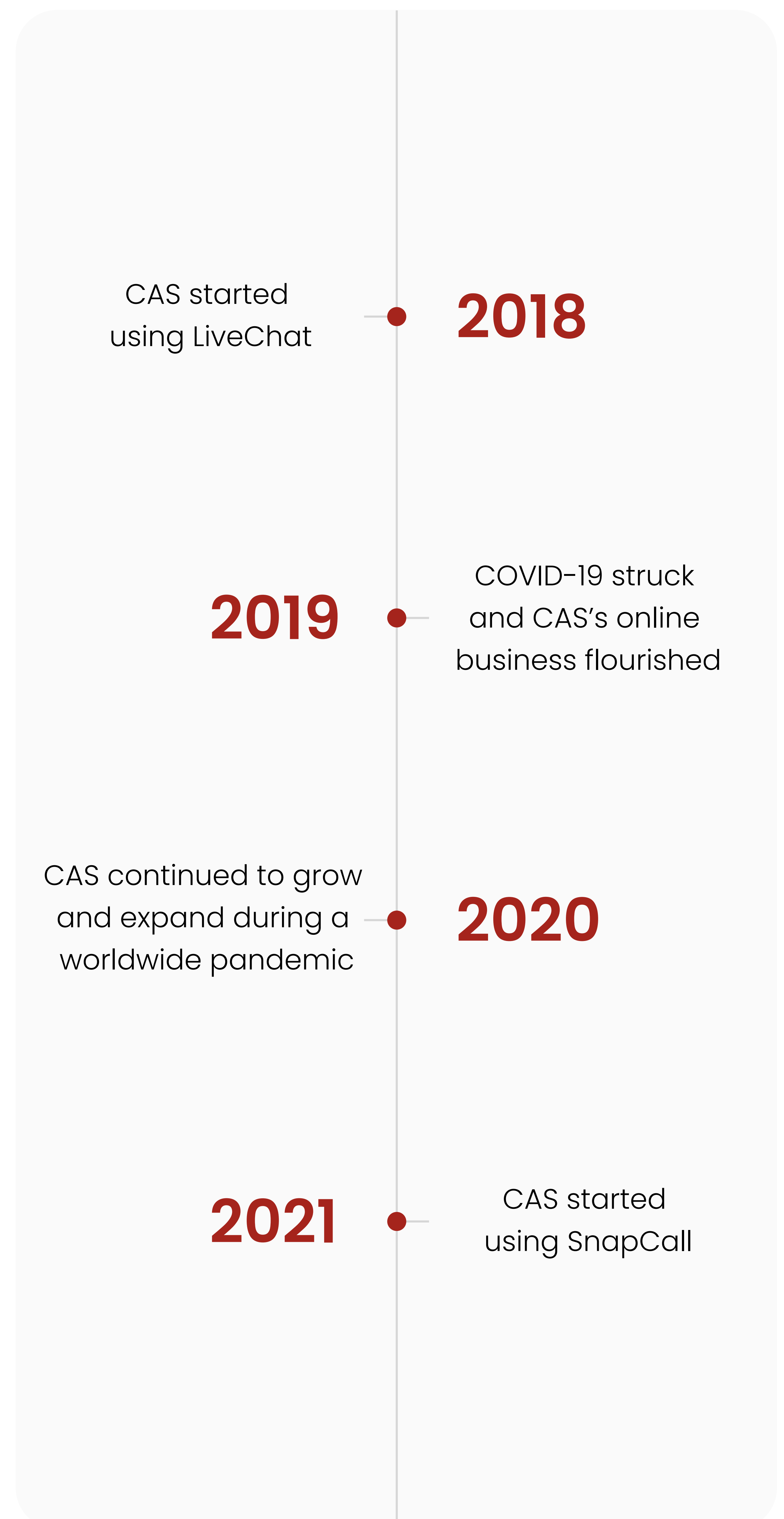
**CAS has always been focused on online sales, as customers usually come into the showrooms to look around and then go to the internet to research the products.**

In the past, customers used to rely on the sales person to provide all the information. Now, the customer is in the driver's seat – they can get the information themselves and bring that information back into the showroom. The role of the salesperson now has actually changed. They're there to validate the information the customer already has.

**Having that in mind, the company worked on having one of the most up-to-date websites for customers to discover their products. For a lot of people, as far as information and the availability to shop on it go, it's the best website in Canada.**

With the expansion and growing website traffic, CAS started looking at how to capture online customers and create a lasting relationship. The team decided that once the customer came on their website, a qualified expert should be guiding them through the shopping process. That's how Canadian Appliance discovered LiveChat.

Once the company started using LiveChat, they aimed to find a solution to be able to start a voice or a video call inside the chat, and create a live product demonstration. As Canadian Appliance team remembers, they've tried many different platforms, but none of them was providing a live and interactive experience they wanted to create.



*"Then we met SnapCall, and in conjunction with LiveChat they provided us with a solution, and continue to build this solution for us, taking it to the next level where it's a seamless integration.*

*The customer comes to the website and sees the products, then we create a relationship through chat, then engage into a voice or a video call, and do live product demonstrations."*



**Terry Robar**  
President of Sales

## Facts



### Founded in

2008

### Headquarters

Toronto, Canada

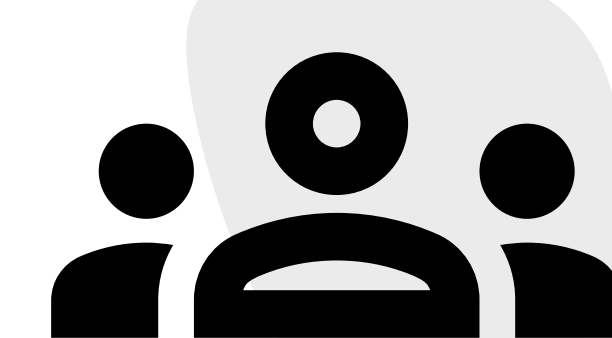


### Industry

Retail

### Total employees

450



### Sales team

250

### Products

Retail Speciality Appliances

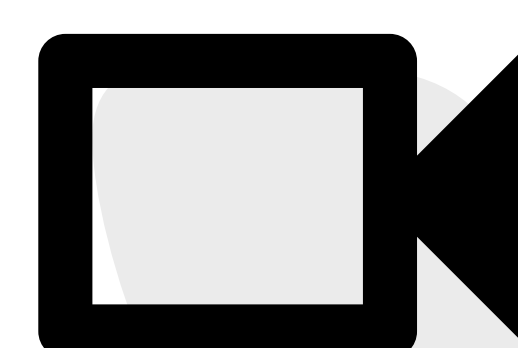


### Chats per month

205.000

### Video calls per month

6.000





# The Results

## Sustaining growth in the midst of the pandemic

Together with LiveChat, SnapCall provided a COVID era solution, tackling the challenges of recreating a live shopping experience online. CAS now has a sustainable way to provide great purchasing experience and continue to grow, no matter the challenges that emerge within the journey.

*“Any appliance is a fairly expensive purchase, so the look and feel of a product is really important for the customer. But in a lockdown there’s no way to show people how the fridge doors open, how it functions. Using SnapCall with LiveChat has provided us with the solution to go forward in this era of COVID.”*



## Reassuring hesitant buyers with voice and video call

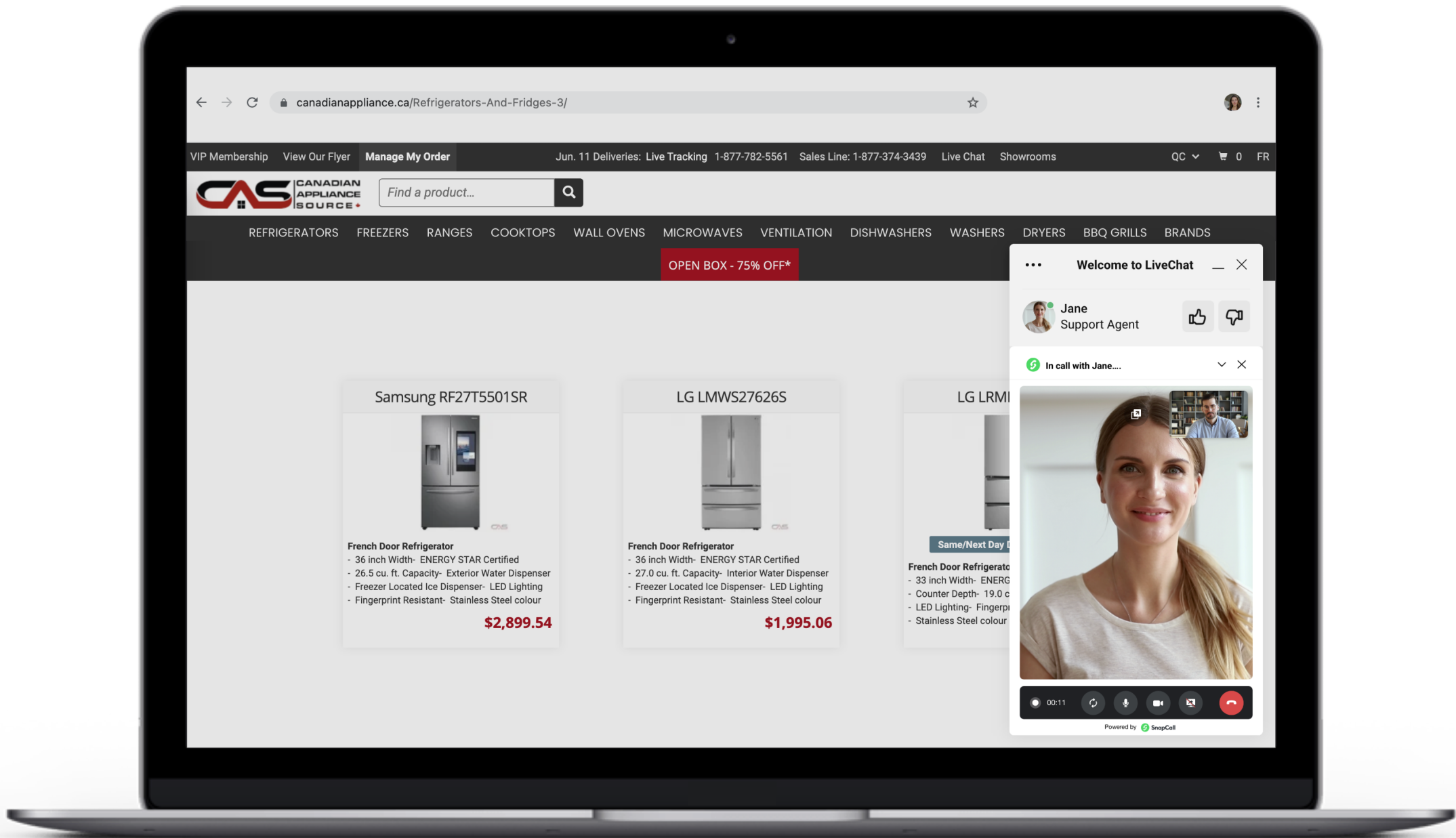
Canadian Appliance knows what it takes to provide an exceptional shopping experience and ensure online customers finalize their purchases.

*“To make a purchase on a website, you have to have confidence in the company. When you switch to a video call, people actually know you are in a showroom and they see that you’re an appliance specialist. That’s the important part. Talking to actual real people from the local community at a local store, really drives home that sense of security for purchasing. Giving that strong visual message is what we’re looking for.”*

## Leveraging voice call and video call to close sales in a single interaction

Before starting to use SnapCall one of the biggest challenges that CAS team had was obtaining credit card numbers and actually making the sale.

*“We used to have to get the customer’s phone number over the chat, dial the phone number and wait for the customer to pick up. The goal was to be able do a full transactional sale in one shot, without having to do multiple touchpoints. If a customer comes in with a sales rep’s name, from that point it has to be an in-person engagement. But we’re actually finding that by engaging the customer towards a video call we don’t have to do that. We close the sale right there.”*



*“One of the big things SnapCall really helps us with is that we can launch a voice or a video call directly in LiveChat, and we can actually get the sale completed in a single interaction. We don’t have to do multiple interactions, multiple platforms. It’s one platform from bottom to end, bringing the showroom, the website, and the customer’s experience together in one spot.”*



## Conclusion

Together with LiveChat, SnapCall has helped Canadian Appliance boost sales conversions by 200% with video calls embedded directly into the chat. In the near future, on top of having a computer on their desk, each CAS salesperson is going to have a tablet, which they can take and browse around the entire store, virtually bringing customers on product demonstration tours to provide a truly personalized experience.

**“With SnapCall, and LiveChat all running on a single platform, we’re going to continue to provide an exceptional customer experience.”**



 **LiveChat** &  **SnapCall**

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