

A black and white photograph of a man wearing a headset, looking directly at the camera with a slight smile. He is in a contact center environment, with a blurred background showing office equipment and a circular logo on the wall.

Live Help Video in the Contact Centre

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The Schuh logo, featuring the word "schuh" in a bold, lowercase, sans-serif font. The text is white and is set against a black oval background with a thin white border.

schuh



Live Help

- Launched in Oct 2011
- Bring a service face to schuh.co.uk
- Extend our service offer to our customers
- Answer queries in real time

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Ask The Team



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Welcome to schuh, do you need any help?

Click the green button below and we will be right with you. Alternatively click our live help tab on the right.

Yes Please

Maybe Later

No Thanks

Legal Disclaimer Online Customer service powered by 

ount FREE and Fast Delivery Easy 365 Day Returns



shop collection >
All white now

WHITE SHOES

DRIVING SHOES

CANVAS DECK SHOES

KIDS PUMA

FESTIVAL

WOMENS

TRAINERS / BOOTS / FLATS / HEELS / SANDALS

MENS

TRAINERS / BOOTS / SHOES / SANDALS



VIEW WOMEN'S SANDALS



SHOP MEN'S SUMMER

live help 

What does it actually do?

- Connect to live video operator in real time
- 1 or 2 way video
- Co-browse – operator can navigate the site
- Assist in the checkout
- Text chat for customers who prefer it



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Different strokes

VIDEO

75%



TEXT

25%

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Customer Queries

- Product Info
- Sizing
- A closer look?

The screenshot shows the Schuh website interface. At the top left is the 'schuh' logo in green. Below it are navigation links for 'womens', 'mens', 'kids', 'brands', 'accessories', and 'sale'. A banner for 'Next Day Delivery - order by 10am*' and 'Easy SALE Reli' is visible. The main content area displays a product page for 'womens choice rose heels'. The product image shows a pair of high-heeled shoes. Below the image are options for 'images+', '360° view', and 'video+'. A chat window titled 'Ask Main' is overlaid on the right side of the page. The chat window contains the following text:

Hi Main, I was wondering if you could show me the Irregular Choice Rose heels? I would like to see what colour they actually are? Can you help?

Colour:

Product:

Material:

size:

Type your message to the operator here:

Send

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are these in my local store?

Description: Bag yourself a real treasure with the Lots Antique Rose from Irregular Choice. This gorgeous court shoe is made



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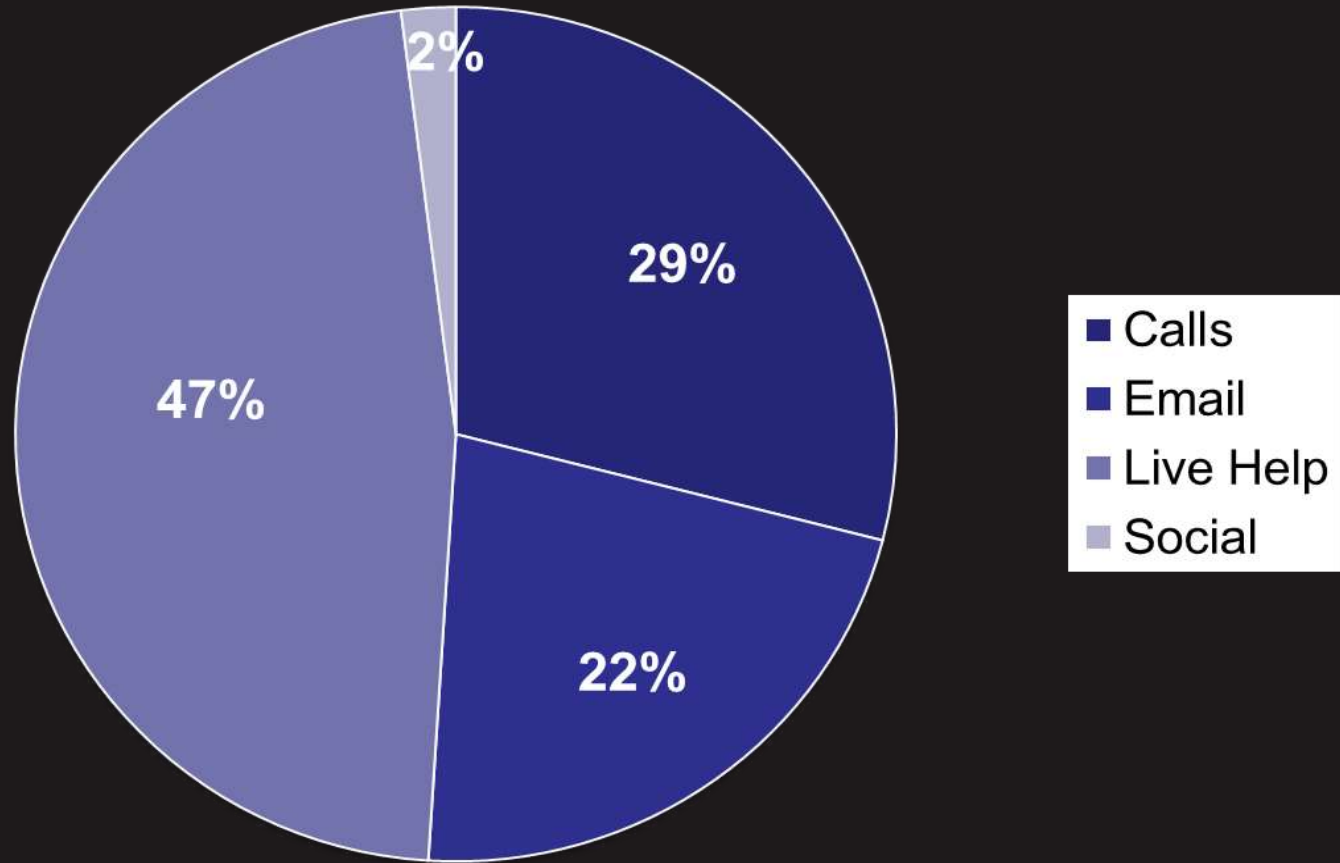
Customer Queries

- Returns Info
- Delivery Options
- Problems at checkout
- Engage with customers
- Personalise the experience



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Engagements



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Headline results to date

Conversion rate

Desktop x 4

Average order value

Desktop +10%

Bricks and mortar conversion rates
Turnover of a small-medium store

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Don't ask us

"Excellent service. I was pleasantly surprised that Schuh employ someone at nearly 9pm on a Monday night. Thanks again".

"I have used many interactive online assistance help lines in the past, but I must say the experience I had with Emma tonight was fab! The use of the webcam was great as it was actually like being in the shop and asking questions. Emma was very helpful and quick. A good service and I purchased the item tonight!"

"Mark the operator was very friendly and helpful and found what I wanted very quickly. This is a brilliant service and so easy to use and the operators are always friendly and helpful. Well done Schuh, you make shopping and returning goods very easy."



"Very impressed with the quick chat help. Much better than emailing due to instant response. Easier than phoning while in the office. Jill answered my queries promptly and it was also good to have an operator with a fun personality, thought it helped bring the schuh brand to life online. Bonus that she was well presented, attractive & smiley! (as you would expect with the instore experience.)"

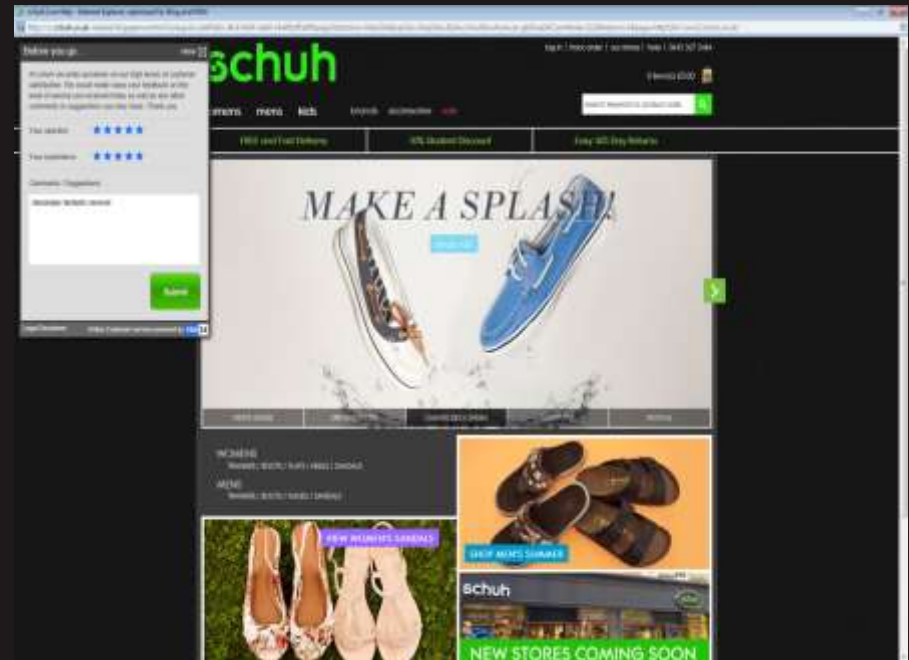
schuh

Don't ask us

“Absolutely excellent service. I have actually never experienced such straightforward, friendly and useful customer service. Mairi is a credit to your company!!”

“Rob was rubbish – sack him!”

“Poor quality shoes led me to customer chat, however the service I have received from your staff has been brilliant. I work for an online retail company and be proud to have staff that dealt with complaints in the same way as Amel has helped me today.”



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Thanks for listening

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