



# KING'S JEWELRY

## CAPTURES MORE CUSTOMERS WITH PROACTIVE LIVE CHAT SOLUTION

Founded in 1914, King's Jewelry is a family-owned and operated jewelry-making business with a presence across Pennsylvania and Ohio. With over a hundred years of quality jewelry-making experience, they are amongst the top 50 largest jewelry chains across America. King's Jewelry wants to engage with customers in order to ensure a smooth transition in identifying and meeting customers' needs.

King's Jewelry has always been sensitive to the community's need for personalized customer service. By delivering excellent customer support, enriched by LiveAdmins live chat, they now have a faithful client following. King's Jewelry prides itself on delivering personalized customer experiences to their growing customer base.

King's Jewelry felt the need to transform their existing customer experience in order to aid customers with all their possible queries and concerns. A proactive support solution, such as LiveAdmins live chat, was required to make the purchasing process easier for their visitors, and help King's Jewelry close more sales.

The state-of-the-art live chat technology from LiveAdmins provided a perfect solution to King's Jewelry customer support challenges. Two live chat features that transformed King's Jewelry's customer experience were Visitor Behavior Tracking which allowed King's Jewelry to understand a visitor's behavior by actively gauging their journey on the website, and Proactive Greeting.

Live chat by LiveAdmins has resulted in a measurable increase in online visitor engagement on King's Jewelry website. The customer information gathering feature has made it possible for them to both generate more leads and close sales within record time.

## AT A GLANCE

- Family-owned business
- Looking to enrich the community and serve loyal customers
- Deliver proactive greetings and capture customers
- Increase in customer purchasing behavior
- Gathering of customer information which can be used later on to close sales

## ISSUES

- No way to convert customer information into actionable insights
- Unable to track on-site visitor behavior
- Untapped business opportunities due to limited customer support resources

## SOLUTIONS

- More business generated
- Proactive Visitor Engagement
- Valuable visitor insights via Visitor Behavior Tracking and Searched Keywords
- 24/7 response to customer queries

*"Data collection is our favorite LiveAdmins feature. We want to get past customers barriers to find out what's going on."*

**Wade Greene**  
Regional Manager

**Find out more**

Call +1 877 771 6067 or visit us online at [liveadmins.com](https://liveadmins.com)