



## THE ENTERTAINER ENRICHES CUSTOMER EXPERIENCE WITH LIVEADMINS LIVE CHAT

The Entertainer, established in 2001, is the leading provider of 'Buy One Get One Free' incentives across the Middle East, Africa, Asia and Europe. With a vast portfolio and a wide selection of quality merchant partners, The Entertainer has something to offer to everyone and is regarded as an essential annual purchase for thousands of local residents and tourists.

The Entertainer has been catering to customers of diverse cultures since its establishment back in 2001. The launch of its website in 2008 enabled its customers to order online. When its mobile app was introduced, it provided another channel for it to connect with its clients. Hence, it became essential for The Entertainer to deliver instantaneous and exceptional customer service on its website and within its app. Accurate communication of its offers in multiple languages was one of the challenges faced by The Entertainer.

With LiveAdmins, The Entertainer has been able to proactively engage their customers whenever there is a query or an issue. Quick response time during live chat ensures that visitors are provided with an instant solution. The multilingual chat support helps The Entertainer interact with customers who speak different languages. LiveAdmins AppIngage lets The Entertainer deliver the same customer experience within its official app.

LiveAdmins, established in Chicago in 2002, has enriched online visitor experience and customer journey on The Entertainer website and within their mobile app through its flagship live chat technology.

### AT A GLANCE

- Sources & manages 'Buy One Get One Free' offers from 10,000 merchant partners
- Operational in 3 continents
- Portfolio includes 40 destinations in 15 countries
- Over 4,500 offers at 1,400 venues in UAE

### ISSUES

- Catering to multilingual website/app users
- Responding to queries 24/7 during the purchase process
- Engaging visitors on website
- Providing customer support within The Entertainer app

### SOLUTIONS

- Multilingual LiveAdmins live chat
- Quick response times and round-the-clock problem resolution
- Proactive visitor engagement
- LiveAdmins app integration

*"The experience of the whole journey of working with LiveAdmins has been a completely seamless process for us. Response times are good. Feedback is good. It's a really important part of our customer service channel. And I definitely will recommend LiveAdmins to other businesses."*

Penny McNamara, Head of Corporate Communications, The Entertainer