

CASE STUDY



Equinix, Inc.

THE CHALLENGE

- ▶ To speed up the sales funnel for a B2B business.
- ▶ To get more customers to fill out the company’s online lead form.

Equinix, Inc. is a data center technology and services provider based in Redwood City, California. They enable 4,750+ companies to store and transmit data from their network of 100 data centers in 33 markets worldwide. With such a vast expansion of clients, Equinix wanted to personalize their buyer interactions and give their B2B sites a more B2C feel. They also wanted to speed up their sales funnel a bit: Equinix being a B2B business, a typical purchase commitment could take from 12-18 months because the deployment can cost companies hundreds of thousands of dollars. They wanted to find a way to instill trust in their customers to enable them to make decisions sooner. Furthermore, while nurturing those customers, the company wanted to gather more leads from other site visitors. The challenge was in accommodating different businesses and the way they prefer to leave their information.

THE SOLUTION

Equinix reached out to TouchCommerce to help them implement a robust, yet personalized engagement solution to their website. The solution they launched was TouchChat, a live chat solution that provides personalized online engagement while generating leads with the information live chat gathers. In other words, live chat was to give visitors a way to ask questions and Equinix a way for customers to fill out online lead forms. TouchCommerce also suggested to place a persistent “Contact-Us” icon that stays in eye range despite where the visitor scrolls on the screen, making an interaction top of mind to prospects.

They first tested the TouchChat solution on their UK and Netherlands-based sites to see if speeding up the sales process would help them reach more of their targets.



EQUINIX

COMPANY SNAPSHOT

Name: Equinix, Inc.
Industry: Technology
HQ: Redwood City, CA
Website: www.equinix.com

KEY RESULTS

- 1 mo** Purchase process shortened by one
- 16%** Customer leads increased by 16%
- \$1M** Million-dollar leads come from live chat.

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THE BENEFITS

Live chat speeds up the sales process.

Questions can be directly answered, and visitors can find out immediately if Equinix has the right services for them. Live engagement makes for a more efficient, effective interaction every time the customer returns throughout their decision process.

Live chat enables the company to personalize sales interactions.

The purchase process is made more streamlined when engagements are more effective and meaningful. A personalized interaction gives each visitor a means to ask questions that are specific to their needs when considering the offerings of Equinix - without waiting in a queue.

More leads can be gathered through live chat.

Working with clients across the globe, Equinix is sensitive to the different comfort levels of submitting lead information. Some companies do not like to put their information in an online form. For example, in Germany, companies typically don't leave their information online; they prefer to give it to someone in person. Live chat gives them the opportunity to leave information with a real person. Alternatively, the chat agent can guide the visitor to an online lead form, if they so choose.

THE RESULTS

- ▶ The purchase process has been shortened by about a month
- ▶ Customer leads have increased by 16%
- ▶ A recent lead generated through live chat has a potential contract value of \$1M

Equinix has now expanded TouchChat to its German, French, Swiss and United Arab Emirates web sites. They also plan to integrate TouchCommerce with their CRM software from Salesforce so that lead information gathered through live chat can be automatically entered into the CRM.

ABOUT TOUCHCOMMERCE

Founded in 1999, TouchCommerce delivers results for market-leading brands with innovative online engagement solutions that enhance customer experience, increase revenue and reduce support costs while using real time customer data analytics. For more information, please visit www.touchcommerce.com.

Connect with TouchCommerce on **Twitter** (@touchcommerce) and **LinkedIn**.



EQUINIX

"Live chat was one of the functionalities you can do relatively easily, and it was also in-line with our objectives for that year of driving marketing qualified leads."

-John Wroath
Marketing Manager,
Equinix, Inc.