

Equinix. Efficient, personalized B2B engagement.

Live chat for speedier B2B sales funnel and improved lead acquisition.

Challenge

- Give B2B sites a more B2C feel by personalizing buyer interactions
- Speed up sales funnel and enable customers to make decisions sooner
- Gather more leads from site visitors

Solution

- Live chat implemented to provide personalized online engagement
- Live chat to generate leads with the information live chat gathers
- Persistent “Contact-Us” icon placed in visual range

Results

- **1-month decrease** in purchase process time
- **16% increase** in customer leads
- **\$1M potential contract** value generated from a recent lead

Background

The interconnection leader, Equinix is strategically positioned with the world’s most connected data centers bringing together market leaders and innovators on a single, global interconnection platform, accelerating business performance and fostering endless opportunities. Equinix enables the interconnected enterprise to directly connect its employees, partners and customers to what they need, in the right context, using the devices, channels and services they prefer wherever they may be.





The challenge

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 Nuance (TouchCommerce at the time) to help them implement a robust, yet personalized engagement solution to their Website. The solution they launched was 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. Nuance also suggested to place a persistent “Contact-Us” icon that stays in visual range despite where the visitor scrolls on the screen, making an interaction top of mind to prospects.

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

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 and 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 real time. 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.

Next steps

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



About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit nuance.com.