



CitySprint
www.citysprint.co.uk

INDUSTRY:
Logistics

CitySprint is the UK's leading same day distribution provider, with an extensive UK network which handles over 5 million critical deliveries per year with 2000-plus couriers. Operating in all major mainland UK conurbations, connecting all types of businesses across Britain this wholly-owned national network of 37 service centres provides local customer service across the UK.

The screenshot shows the CitySprint website homepage. At the top left is the CitySprint logo with the tagline 'We deliver'. To its right is a navigation menu with links: Home | Blog | About Us | Services | Technology | Courier Work | Contact Us | Login. In the top right corner, there is a 'LiveChat available' button with a 'Click here' link and a small image of a woman. Below the navigation is a search bar. The main content area features a large image of three CitySprint couriers (two men and one woman) in blue uniforms, one sitting on a yellow motorcycle and another on a blue motorcycle. To the right of this image is a white call-to-action box with the text: 'Call now for an instant quote', 'London 0844 888 4111', 'Outside London 08707 510076', 'Track your parcel »', and 'Open an account »'. Below the main image is a blue banner with the text: 'CitySprint - The UK's leading same day distribution network'. Underneath this banner is a 'Latest News' section with the text: '...the go. Available for Apple and Android devices...'. To the right of the banner are two promotional boxes: 'Quote - book - track Download our FREE app now! Smart deliveries on the go with MyCourier' and 'No account?'. Both promotional boxes have a 'New' badge in the top right corner.

CitySprint have implemented live chat across 2 of their major websites, the chat button situated in the top-right of each page making it their preferred call-to-action, offering their customers quick and easy support when required.

Not only has the chat window been branded, but using the advanced customisation offered by Click4Assistance, the customer can find their nearest service centre and provide their feedback.

The survey has been configured specifically for CitySprint's needs, providing the organisation various KPI's through bespoke reporting.

The screenshot shows the CitySprint chat window. At the top left is the CitySprint logo with the tagline 'We deliver'. Below the logo, there are three sample messages: 'Visitor', 'Operator', and 'System'. To the right of these messages are two promotional boxes: 'National Network of Service Centres' with a map of the UK and a link to find the nearest service centre, and 'Customer Satisfaction Survey' with a scale from Excellent to Poor and a link to complete the survey. At the bottom of the chat window, there is a 'Print' icon, a status indicator 'The Operator Is Typing...', and two buttons: 'SEND' and 'END'.

The screenshot shows a customer service survey for CitySprint. At the top left is the CitySprint logo with the tagline 'We deliver'. The survey text reads: 'Just before you go, to help improve our customer service, please could you take a moment to fill in our quick survey?'. The survey consists of three questions: 1. 'Did we answer your question satisfactorily?' with radio buttons for 'Yes' and 'No'. 2. 'Please rate your LiveChat experience' with a 5-point scale: 1. Excellent, 2. Very Good, 3. Good, 4. Fair, 5. Poor. 3. 'Any additional comments?' with a text input field. Below the survey questions is a question: 'Would you recommend our service to a colleague or a friend? (0 being not at all likely, 10 being extremely likely)' with a 10-point scale. At the bottom of the survey is a 'Next' button.

“The different functionality such as the spell check helped our business to provide professional, courteous and friendly responses to all our clients.”

“All team members find it easy to navigate across the website and the canned responses helped to speed up the response times during our conversations.”

“Overall very user friendly and easy to use.”