



## Customer Service



# Lamps Plus Flips the Switch with Minisoft

## Background

Established in 1976, Lamps Plus is the nation's largest specialty lighting company, with over 40 retail lighting superstores located throughout the Western United States. With their superstores and robust online presence, Lamps Plus serves their customers with a variety of indoor and outdoor lighting products for every room or location.

## The Challenge

Lamps Plus has a commitment to outstanding customer service. They recognize that customer satisfaction is the key to repeat business. The Lamps Plus challenge was how to maintain, and even improve on, their customer service as their business grew and became more complex with the growth in their traditional "brick & mortar" superstores and online web stores. The task of handling ever-growing numbers of customer inquiries proved to be a significant challenge for the Lamps Plus customer service department. In an effort to relieve the pressure on the Lamps Plus customer service team, the Lamps Plus IT department researched third party tools that could streamline and enhance the ways in which Lamps Plus customers engaged their sales and customer service departments using the Contact Us sections of the Lamps Plus websites.

## Reply Template for an Unsuccessful Quantity Change

LampsPlus.com

**LAMPS PLUS**

Order Id: 1644

Dear John Doe :

Thank you for choosing LampsPlus.com. We appreciate your business.

You have requested a quantity to be changed on your order. We would like to express our sincerest apology for not being able to fulfill your request. Your order already processed to ship and we are not able to make the change.

It is our pleasure to serve you. And we are looking forward to serving you in the future. Your satisfaction is our number one goal.

To reply to the email or if you need additional assistance, please contact [Customer Care](#).

Thank you very much and have a nice day.

Sincerely,

Customer Care  
LampsPlus.com

## Email Sent to the Customer

**LAMPS PLUS**

Order Id: 1644

Dear John Doe :

Thank you for choosing [LampsPlus.com](#). We appreciate your business.

You have requested a quantity to be changed on your order. We would like to express our sincerest apology for not being able to fulfill your request. Your order already processed to ship and we are not able to make the change.

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Thank you very much and have a nice day.

Sincerely,

Customer Care  
[LampsPlus.com](#)

One of the big Lamps Plus goals was to find a solution that would enable their customer service personnel to be more efficient so that they could handle more customer service requests in a timely, professional manner. The key to the Lamps Plus evaluation of customer relationship solutions was finding technologies that would integrate with the Lamps Plus IBM iSeries platform and their Manhattan Associates WMi and EOM warehouse management systems. After an exhaustive evaluation, Lamps Plus selected Minisoft to develop their new web-based Contact Us system.



## How It Works

A Lamps Plus customer can ask any sales or service-related questions using the Contact Us web form located on any Lamps Plus website. This customer inquiry is immediately routed to the Lamps Plus customer service team. The Lamps Plus customer service representatives (CSR's) have access to a complete view of the inquiring customer's sales and service history. A variety of email templates are available to each CSR so that they can respond to customer inquiries with appropriate, consistent and branded electronic communication. Some of these responses might include changes to a shipping address or to the quantity of an order. Still other responses might deal with the status of a shipment or a shipment that was received damaged.

**ContactUs Dashboard**

**LAMPS PLUS**  
America's Lighting Superstore

Shipping and Delivery: 0 (0)  
Request Order Changes: 0 (0)  
Returns and Replacements: 0 (0)  
Payment and Billing: 0 (0)  
Product/General Questions: 0 (0)  
Site Help: 0 (0)

**Daily Stats:** Assigned: 2  
Resolved: 0  
Escalated: 0  
Released: 0

minisoft [Logout](#)

Customer Id: 2901  
Name: Ellie McGinley  
e-Mail: joe@minisoft.com  
Phone: 6782161272

**History**

**New**  
Category: Request Order Changes  
Subcategory: Product/Qty Changes  
Sublocation: LampsPlus.com  
Posted: 10/22/12 11:40 AM

**Assigned**  
Agent: minisoft  
Posted: 10/22/12 11:41 AM

Issue Id	Category	Sub category	Time Received
1004	Request Order Changes	Product/Qty Changes	10/22/12 11:40:58 AM 0:00:38

7344      Order Number:       [Add Order#](#)

Done       Reason 1       Reason 1

[Issues](#)    [Resolved](#)    [Release](#)    [Escalate](#)

**Conversations**    [Create new issue](#)    [Reply templates](#)

▼ joe@minisoft.com      Send me more      10/22/12 11:40 AM  
Send more stuff

**Transactional Messages**

▼ joe@minisoft.com      7344      ShopOutdoorLighting.com Order # 7344 : 10/22/12 10:08 AM      [Resend](#)  
CO\_CONFIRMED

Don't miss any updates on your order - Add [Sales@LampsPlus.com](mailto:Sales@LampsPlus.com) to your address book today!

**LAMPS PLUS**  
America's Lighting Superstore

On Sale | Open Box / Clearance | Shop by Room | Catalog | Stores | Contact Us

**YOUR ORDER CONFIRMATION**

**This is not a receipt!**

Order ID: 7344  
Date: **Monday, October 22, 2012**  
Dear Ellie McGinley,

**Thank you for shopping with us!**

Your order number 7344 has been received and is being processed. If you are paying by credit card, your card may not be billed until your order is shipped.

**Enhance Your Decor!**

View the items that coordinate with your purchase.

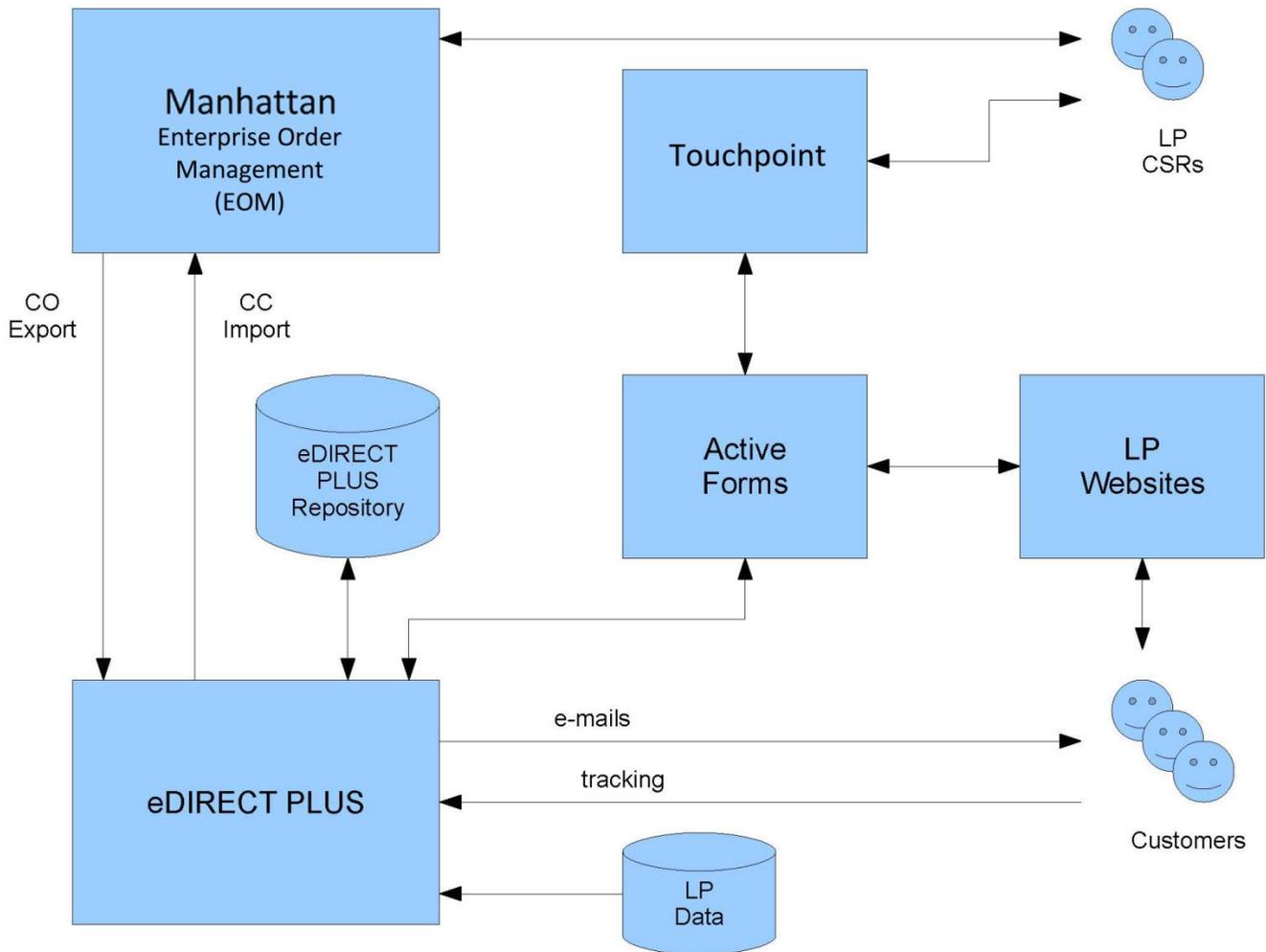
**Your Purchase:**



The efficiency of the Lamps Plus CSR's is enhanced as email templates are automatically populated with the customer's address and order data, reducing the possibility of human error. As the Lamps Plus CSR's have a customer's complete order history at their disposal, they have the option to provide cross-sell and upsell offers, transforming a customer service inquiry into a sales revenue generation opportunity. The Lamps Plus Contact Us system centralizes the service history of each customer, allowing for a detailed view of customer requests and responses. Case management metrics via the Touchpoint Dashboards allow Lamps Plus CSR supervisors to monitor and measure the effectiveness of case responses. Unresolved issues can be escalated before they become large problems to ensure complete customer satisfaction.



# LAMPS PLUS. "CONTACT US" PROCESS



The Lamps Plus Contact Us system first receives a customer order through one of the Lamps Plus family of websites, with their Manhattan EOM system generating the order confirmation data. eDirect+ merges this data with an HTML email designed by Lamps Plus and then sends this order confirmation email to the customer. The customer can then submit an inquiry to a Lamps Plus CSR by selecting a URL in the confirmation email and being redirected to a web form on the appropriate Lamps Plus website. The customer fills out the form and submits it. The form is sent to the Touchpoint via a Minisoft Active Forms web service, where a Lamps Plus representative sees the inquiry in the Contact Us Dashboard. For actions where the representative can successfully make a change to the order, the CSR makes the change in EOM and EOM sends a transaction through its CO Export to eDirect+, which sends the appropriate response email to the customer. eDirect+ also sends the reply back to EOM through the CC Import. For emails to the customer where the representative cannot make a change to the order, the CSR selects a reply template for an unsuccessful change. The email is sent to the customer and eDirect+ sends the reply back to EOM through the CC Import.



## Example

A customer orders a particular item from one of the Lamps Plus websites. The Lamp Plus EOM system generates the order confirmation data, which eDirect+ immediately merges with an HTML email designed by the Lamps Plus team. This order confirmation email is promptly sent to the customer. Upon review, the customer realizes the need to order more of this product. Within the order confirmation email, the customer can select the Customer Care option from the "Questions About Your Order?" section of the email.

### QUESTIONS ABOUT YOUR ORDER?

Please call 1-800-782-1967 option 2 or contact [Customer Care](#).

Once again, thank you for shopping with us!  
Your personal Lighting Consultant



CHERYL D.  
[CherylD@Lampsplus.com](mailto:CherylD@Lampsplus.com)  
1-800-782-1967

**Customer Care  
Option from the  
Order Confirmation**

As a result, Minisoft's Active Forms generates a Contact Us form that is populated with the name, email address and order number of the inquiring customer. This information is automatically captured from the order confirmation email. The customer will first select an option from the Category drop-down menu that best describes their request, such as an order change or questions about shipping, delivery, returns, replacements, payment, billing and the product itself. From the Sub Category drop-down menu of the Contact Us form, a customer can then choose to change the quantity of the product ordered, request rush delivery, cancel an order, alter the shipping destination, or submit an unlisted, special inquiry using the other option. The customer can further describe the situation by entering a subject and entering comments. The customer may also elect to add their phone number and check the box that will send them special offers and sale updates by email before they submit their inquiry.

**LAMPS PLUS**  
America's Lighting Superstore

Name

E-Mail

Category

Sub Category

Subject

Order Number (optional)

Phone# (optional)

Comments

Send me special offers and sale updates by e-mail

**Contact Us Form  
Generated with  
Active Forms**



Once submitted, this form is routed to Minisoft's Touchpointlocation. From the Touchpoint Contact Us Dashboard, a Lamps Plus customer service representative can view the complete customer inquiry. In addition to the customer's current status, the customer's order history is visible. The customer service representative also has several reply templates in order to respond to a particular request. Some of these templates include a successful and unsuccessful quantity change, a successful and unsuccessful line cancellation, a successful and unsuccessful shipping address change, and a successful and unsuccessful payment method change.



Order Id:

Dear  :

Thank you for choosing LampsPlus.com. We appreciate your business.

I have sent more stuff.

To reply to this email or if you need additional assistance, please contact [Customer Care](#).

Thank you very much and have a nice day.

Sincerely,

Customer Care  
LampsPlus.com

### Reply Template for a Successful Quantity Change



Order Id: 7344

Dear Ellie McGinley:

Thank you for choosing LampsPlus.com. We appreciate your business.

I have sent more stuff.

To reply to this email or if you need additional assistance, please contact [Customer Care](#).

Thank you very much and have a nice day.

Sincerely,

Customer Care  
LampsPlus.com

**Email Sent to the Customer**

In the event that a CSR can modify an order successfully, the reply template for a successful quantity change is employed. Just by selecting the template, the order identification, name and message are automatically populated. The CSR can also enter a special comment within the message for a personal touch. The CSR can preview the message before sending it, and once sent, the customer receives the email.



After the email is sent to the customer, the reply is recorded by the Touchpoint and will display in the Contact Us Dashboard under the original customer inquiry. These messages are a part of the Conversations sections, while the order confirmation is in the Transactional Messages section of the Dashboard.

### Minisoft Touchpointlication Contact Us Dashboard

Issue Id	Category	Sub Category	Time Received
1004	Request Order Changes	Product/Qty Changes	10/22/12 11:40:58 AM 0:00:38

<p><b>Customer History</b></p> <p>Name: Ellie McGinley e-Mail: joe@minisoft.com Phone: 6782161272</p> <p><b>History</b> New Category: Request Order Changes Subcategory: Product/Qty Changes Sublocation: LampsPlus.com Posted: 10/22/12 11:40 AM</p> <p>Assigned Agent: minisoft Posted: 10/22/12 11:41 AM</p>	<p>7344</p> <p>Order Number: <input type="text"/> <a href="#">Add Order#</a></p> <p>Done <input type="button" value="Done"/> Reason 1 <input type="button" value="Reason 1"/> Reason 1 <input type="button" value="Reason 1"/></p> <p><a href="#">Issues</a> <a href="#">Resolved</a> <a href="#">Release</a> <a href="#">Escalate</a></p> <p><b>Conversations</b> <a href="#">Create new issue</a> <b>Reply templates</b></p> <p>Qty Change: Unsuccessful Line Cancellation: Unsuccessful Shipping Address Change Request: Unsuccessful Expedite Shipping Request: Unsuccessful Fill In Message</p> <p>▼ joe@minisoft.com Send me more 10/22/12 11:40 AM Send more stuff</p> <p>▼ eformz@minisoft.com Customer Care 10/22/12 11:46 AM <a href="#">Resend</a></p> <p><b>LAMPS PLUS</b> America's Lighting Superstore</p> <p>Order Id: 7344 Dear Ellie McGinley: Thank you for choosing LampsPlus.com. We appreciate your business. I have sent more stuff. To reply to this email or if you need additional assistance, please contact <a href="#">Customer Care</a>. Thank you very much and have a nice day. Sincerely, Customer Care LampsPlus.com</p> <p><b>Transactional Messages</b></p> <table border="1"> <tr> <td>▶ joe@minisoft.com</td> <td>7344</td> <td>ShopOutdoorLighting.com Order # 7344 : 10/22/12 10:08 AM</td> <td><a href="#">Resend</a></td> </tr> <tr> <td>▼ joe@minisoft.com</td> <td>7344</td> <td>LampsPlus.com Order # 7344 : 10/22/12 11:46 AM</td> <td><a href="#">Resend</a></td> </tr> </table>	▶ joe@minisoft.com	7344	ShopOutdoorLighting.com Order # 7344 : 10/22/12 10:08 AM	<a href="#">Resend</a>	▼ joe@minisoft.com	7344	LampsPlus.com Order # 7344 : 10/22/12 11:46 AM	<a href="#">Resend</a>	<p><b>Reply Templates</b></p>
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▼ joe@minisoft.com	7344	LampsPlus.com Order # 7344 : 10/22/12 11:46 AM	<a href="#">Resend</a>							

Customer History

Reply Templates

Customer Inquiry

CSR Response

Transactional Emails

Future correspondence between the customer and the CSR will be recorded in the designated areas as well as the Customer History panel. With this history, CSR's can also offer products that they think a customer might like according to their prior purchases or stated preferences, thereby taking a question or request and turning it into a sales revenue generation opportunity.



FIRST NAME

LAST NAME

PHONE *OPTIONAL*

E-MAIL

SUBJECT

COMMENT

E-mail me special offers and sale updates from the Lamps Plus family of websites.

**SEND**



▶ First Name

▶ Last Name

▶ E-Mail Address

▶ Subject

▶ Phone # (optional)

▶ Comments:

E-mail me special offers and sale updates from the Lamps Plus family of websites.

**Send ▶**

First Name

Last Name

E-Mail Address

Phone

Subject

Comments

E-mail me special offers and sale updates from the Lamps Plus family of websites.

[Privacy Policy](#) **SUBMIT**

**LIGHTING**  
LUXURY STYLE

▶ First Name

▶ Last Name

▶ E-mail address

▶ Subject

▶ Phone # (optional)

▶ Comments

E-mail me special offers and sale updates from the Lamps Plus family of websites.

**SEND**

**LAMPS PLUS**

**The Outcome**

Minisoft leveraged several of its software technologies in the design of the Lamps Plus Contact Us system. eFORMz forms generation technology was used for the various web form requirements. eDirect+ was used for all of the inbound and outbound electronic messaging. The Minisoft Active Forms development environment was used to construct the dashboards to measure case management metrics and the detailed views of customer requests and responses. The Lamps Plus Contact Us system was successful in centralizing customer service requests, ensuring customer inquiries were handled quickly and effectively. The Lamps Plus customer service teams became even more successful in turning potentially dissatisfied customers into satisfied ones.

