

Supercharging Success with LiveRecover: The SuperX and S-Force Story

SuperX



Austin Gayne, CEO of SuperX & S-Force

"I noticed a massive uplift in our abandoned cart rates. Initially, our abandoned carts went down roughly 25%. As we became more strategic with the software, it's definitely gone down even more. Now, it probably hovers somewhere between 30 and 40% less."

Background

SuperX, an innovative leader in the eCommerce space, turned to LiveRecover to bolster their abandoned cart recovery efforts. By leveraging LiveRecover's cutting-edge conversational commerce technology, SuperX has not only enhanced customer engagement but also significantly boosted their revenue.

The Challenge

SuperX faced a common eCommerce challenge: cart abandonment. Despite a well-optimized site and high traffic, potential sales were slipping through the cracks. They needed a solution that could engage customers personally and encourage them to complete their purchases.

Initial Impact and Results

LiveRecover provided SuperX with a powerful, human-centric approach to cart recovery. Utilizing real human agents to follow up with customers via text message, LiveRecover seamlessly reintegrated abandoned carts back into the sales funnel. This personalized touch was critical in reconnecting with customers and addressing any concerns or hesitations they had about completing their purchase.

Actionable Insights and Continuous Improvement

The partnership with LiveRecover yielded impressive results:

- **Conversations and Engagement:** With 4,601 conversations initiated, SuperX saw an engagement rate of 37.6%, with 1,730 customers responding to follow-up messages.
- **Enhanced AOV and Recovery Rate:** The average order value from recovered carts was \$169.27, with a robust recovery rate of 14.89%.

Key Metrics and KPIs

LiveRecover's efforts accounted for 4.34% of SuperX's total sales during the period, underscoring its vital role in the company's revenue strategy.



Customer Testimonial

"Having live agents—not bots—recover our abandoned carts is super powerful," said Brendan. "They contact our customers manually to understand why they didn't purchase, are able to answer their questions in real-time and help them make a decision to buy."

— Austin Gayne, CEO of SuperX

