

Case Study #3: Virgin Atlantic



A Brief Profile of the Company

Virgin Atlantic is a UK based airline company that routes flight operations across North America, Africa, Middle East, Asia and the Caribbean from the bases of Heathrow, Gatwick and Manchester airport.

The Implemented Solution

The airline company has integrated a live chat solution as part of its operation, with the platform being named as LivePerson Inc.

It has lead to increased conversion rate among consumers and the feature has also resulted in a surge of average order values by 15 percent.

Furthermore, the senior management at Virgin Atlantic also reported that the live chat solution has allowed them to cut their overhead expenses, previously required to maintain a team of call center agents. More details can be found [here](#).

Live chat solutions are being increasingly deployed across different industries with varying levels of effectiveness and productivity. It is a trend that will only grow from strength to strength. As such, every organization should look into the benefits offered by live chat software and design solutions to incorporate them as part of their operations.