



Needle[®] CASE STUDY

Newegg predictively targets shoppers with sales chats to help customers purchase more, faster.

Newegg Inc. is a leading online retailer committed to becoming the most loved and trusted marketplace on the web. The company tirelessly pursues these goals by offering a superior shopping experience, rapid delivery and stellar customer service. With more than 10.5 million products and an award-winning website, Newegg proudly earns the loyalty of tech-enthusiasts and mainstream e-shoppers alike. They equip their customers with state-of-the-art decision-making resources such as detailed product information, "how-to's," and live expert sales assistance and advice.

Newegg recognizes their customers are not the kind to be satisfied with stock builds. Their shoppers want customized, personal gaming and computer systems, and Newegg knew they deserved a shopping experience as equally customized to their needs. Newegg matched that customization with 1:1 sales-driven, live chats, where their community of advocates and

experts are able to make product recommendations to complete shopper's purchases.

Leveraging Needle's Sales Chat, Newegg is able to predictively identify online shoppers that exhibit buying signs. Through a series of A/B testing and segmentation, they identify shoppers showing buying and abandonment behaviors, and then proactively offer sales help in the moment their shoppers need it.

Predictively targeting and segmenting allows Newegg to focus their chat reps time and resources on boosting sales help, driving higher conversions, upselling for AOV lifts, keeping the focus on revenue. And the built-in control group analysis ensures the revenue lift is net-new business.

From there, Newegg utilizes the Needle Platform to put loyal Newegg advocates, product enthusiast and experts behind the chats with customers and make product recommendations based on the



shopper's specific use-case. "Our customers engage directly with technology enthusiasts who have first-hand experience with and passion for the products they recommend. The advocates make it easier to buy with confidence, knowing the purchase will suit their needs," James Wu, COO at Newegg.

The Needle Sales Chat Platform not only targets shoppers who need help.

It enables the chat agent to drag and drop product images and build a customized list of products that shoppers can add to their carts with a single click.

8.75X
CONVERSIONS

9.6%
AOV INCREASE

18.2X
ROI

Newegg found proactively invited shoppers convert 8.75X more than shoppers left to self-serve. Additionally, they saw shoppers who had a sales conversation increased their average order value 9.6 percent.

Newegg bridges the trust gap of brand-to-consumer with advocates who provide a peer-to-peer conversation that are rich in natural language and use-case specific product recommendations. They understand their shoppers need more than a best sellers list of items. They need to know which of the options before them is the one that best suits their needs and completes their purchase. Newegg is able to make upsell and cross-sell recommendations that are informed and trusted, driving the average order value to increase

9.6 percent.

Within a short time of launching the program, Newegg had seen an 18.2X ROI and a substantial, net-new increase to their site-wide revenue.

While those stats are, in and of themselves, impressive, Newegg doesn't stop leveraging the conversation there.

With the Needle Sales Chat Platform, Newegg collects, curates, and further use these sales chats for SEO, consumer insights, and continually improve their customer experience and provide the sales help their shoppers have come to love and trust.

Addressing a long overlooked hole in ecommerce, Newegg has paralleled their award-winning customer support with sales assistance. Where most brands are still using customer support tools and support personnel, Newegg is providing sales assisting tools and expert sales advice to their customers.

"Our customers engage directly with technology enthusiasts who have first hand experience with and passion for the products they recommend. They make it easier for people to buy with confidence, knowing the purchase will suit their needs."

James Wu
Newegg COO



HOW THEY DO IT

MIRROR IN-STORE HELP

They provide expert sales assistance in their chats. Sales-chats in addition to their customer support rounds out the online shopping experience to fit the level of assistance shoppers expect.

COMPLETE THE PURCHASE

With over 30 percent of shoppers continuing to look and shop *post-purchase* Newegg focuses on upselling and cross-selling to help their customers complete their purchase in one visit, bolstering their revenue and 9.6% AOV increase.

RECOMMEND PRODUCTS

Newegg makes tailored product recommendations where other brands are merely suggesting the most popular or best selling products. They take a shopper's use-case into account and make a recommendation that fits. Their customers trust more and are purchase more from them.

The screenshot shows a chat window on the Newegg website. At the top, there's a close button (X), the Newegg logo, and a dropdown arrow. Below that is a header for 'CHAT' and 'POWERED BY Needle'. The chat starts with a profile card for Quentin J. from Los Angeles, CA, who has 4+ years of PC gaming experience and is a Rocket League Vet. The conversation begins with a customer asking for help with a graphics card issue. The agent recommends a CPU and motherboard. The customer adds the CPU to their cart. The agent then recommends a motherboard, which the customer also adds to their cart. The chat ends with the customer thanking the agent.

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CHAT POWERED BY Needle

You're chatting with Quentin J. from Los Angeles, CA
4+ years PC gaming, Electronics fanatic, Rocket League Vet, Newegg is where I source all my builds

Hello. How are you tonight?

Hi, I'm very new to computer building. I was thinking about getting the GIGABYTE GeForce GTX 970 4GB XTREME as my graphics card, the issue i am having is which mother board to get.

Do you already have a CPU picked out

Not yet.I was thinking about the GIGABYTE GA-z97x SLIF LGA

I'd recommend getting the new z170 platform as it supports DDR4 and will remain powerful longer.

A CPU like this:

 Intel Core i5-6600K Skylake Quad-Core 3.5GHz \$219
[Details](#) [Open Page](#) [+ Cart](#)

Okay. Thanks. I was thinking the same for the CPU

It's a great CPU

And this is the Motherboard I'd suggest

 GIGABYTE GA Z170XP-SLI \$135
[Details](#) [Open Page](#) [+ Cart](#)

Nice. Thanks for all the help. I think I'm set.

Type your responses here... 

UNDERSTAND USE-CASE

One of the driving factors causing hesitation in purchasing is a shopper's uncertainty that a product will fit their use case. Newegg experts and sales assistance understand what shoppers are trying to accomplish and provide appropriate insights, answers, and suggestions.

CLICK-TO-CART

With a simple click, their shoppers can add the product(s) they're discussing to their cart with a click of a button, increasing their likelihood to purchase.

TRACK SALES & ROI

Knowing what conversations led to sales is pure gold. What gets measured gets improved, especially in sales. Buyer data improves targeting, conversion rates, user experience and revenue.