

Innovative Customer Service Solutions: Chat Modules

PROJECT

Chat Module

COMPANY

A Large Insurance Products Technology Provider

REQUEST

A healthcare provider has over 60+ clients, of which they build and maintain employee web portals for. The company is transferring their 3rd party chat support to another company and is looking for an innovative out of the box solution.

The chance needed to reflect on our company's site throughout.

Our team was approached to:

A > Help provide understanding and make sense of the new 3rd party chat API and,

B > Provide a solution that can quickly achieve the company's goals as cheaply and effectively as possible.

CONCERN

Their main development and product team is busy with Open Enrollment rapidly approaching, and doesn't have time to work on this.

CHALLENGE

Making sense of the new API which the company had agreed to use. The second challenge was to make this chat module available on every page of all 60+ client websites. The CTO really wanted to avoid having a page dedicated to chat, and wanted it to be on every page of the website.

METRICS

Deployment time for each website was reduced from estimated 45 minutes per website to 5 minutes per website. Reduced stress and workload from a single night transition, by providing the option to deploy the module's script weeks ahead of time and "flipping a switch" within that very night.

BENEFITS AND RESULTS

After careful review and testing of the new API, our team set up a script that would launch and control a chat module for any page the script was loaded in on. We also created a script interface that would handle deployment of the entire script to any web page programmatically so the company's development teams would not need to handle adding large amount of code to every page. Doing this allowed the company to not only quickly deploy the chat to any webpage, but also provided multiple configuration options to tailor each chat module to correspond with all of the styles on their client's sites. This all saved the company an estimated \$5,000 in deployment costs. It also increased the company's maintainability of the source code considerably by having the script load from a single source instead of a different script for every website.

TECHNOLOGY USED

JavaScript, HTML, CSS, Webpack, NPM, and GitHub