

## Virtual Reference Adventure: Choose Your Own Experience

### MORE TO EXPLORE: CHAT “CALL CENTER” SOFTWARE

To learn more about the use of chat reference, explore the chat “call center” software used by online retailer Lands’ End.

First, go to the Lands’ End Web site at <http://landsend.com/>.

On the home page, what options are given for contacting a sale representative? Where do you find a link to the Lands’ End Live text chat?

Using live text chat, ask a question about a Lands’ End product.

Here’s an example we used:

“I’m looking at the wheeled ballistic business case. Will my wide screen laptop fit into this case? ”

- How did the sales representative greet you? Were scripted messages used?
- How did the sales rep answer your question?
- Was your question answered to your satisfaction?
- Was any follow up needed or offered?
- What did you think about the customer service provided?

What did you learn from this interaction that you want to apply to your own virtual reference service?