

# ChatSure Client Case Study - The Lubricant Company

---

## Client Profile

The Lubricant Company (TLC) is a key authorised distributor for Mobil Oil in the United Kingdom. TLC has been supplying Mobil oils, greases and lubricants for over 50 years.

Recognised as Mobil's number one partner company, and largest supplier of lubricants in Europe, the company now deliver over 15 million litres of lubricants to their customers per annum.

The company provides a unique total lubrication management service to customers in many different sectors, including; Automotive, Industrial, Marine, and Aviation.

TLC also provides a range of other lubrication services, including; condition monitoring services, energy surveys, and training & consultancy.

The company's services have been developed with the specific goal of helping their customers save money.

## The Situation

A proportion of the Lubricant Company's customers regularly require frequent, up-to-date information from the customer services team.

Traditionally, these update requests were handled via the phone, which meant that the customer services team could only focus on one request at a time, & phone costs were high.

TLC wanted to find an instant messaging (IM) solution that would help to reduce the number of incoming and outgoing phone calls to and from this proportion of key customers, while maintaining the high standard of service their customers expect.

The company needed an IM service that was secure, cost effective, and simple to use.



## The Solution

As Enterprise IM was a new form of communication for the company, TLC decided to trial ChatSure first of all with their senior customer services personnel.

The trial accounts were created quickly, and users were able to communicate with each other with little need for training, thanks to the intuitive user interface. In addition, there were no installation or server requirements, as ChatSure is a web-based service.

Following the successful trial period, TLC rolled out the service to the entire customer services team.

The TLC customer services team are now using ChatSure on a daily basis to communicate important information to their key customers securely, whilst continuing to take valuable sales calls from other customers.

## The Benefits

In addition to reducing cost of phone calls, ChatSure has helped to increase efficiency within the TLC customer service department.

Customer service personnel are now able to focus on high value areas and phone calls, whilst at the same time targeting the right person, at the right time, with the right information.

*"ChatSure has enabled The Lubricant Company to communicate with our key customers in real time, allowing us to continually develop our world class customer service experience."*

Simon Campbell,  
Customer Relationship Manager,  
The Lubricant Company

**Contact us to arrange a trial of ChatSure Enterprise IM:**

t: +44 (0)8700 500 735

e: [chatsure@netidme.com](mailto:chatsure@netidme.com)

w: [chatsure-enterprise.com](http://chatsure-enterprise.com)