

™ WhosOn

Live Chat and the Customer Journey

The Key Stats

Dynamic Invites Accepted

Monitor visitors and dynamically send chat invites based on that customer behaviour. Personalise invites for greater impact.

Chats to Immediate Sales

Helping a customer through the purchase journey, making the experience easier, simpler and faster, will help close sales.

Accepted Invite To Chat

Personalising the opening chat response can significantly improve chat accept to chat completed rate, making chat both a real time and right time channel.

Basket Abandonment Reduction

Why wait until a customer has abandoned a basket to try and get them back? Monitoring visitor behaviour, you can pre-empt a customer leaving and do something to change their mind through a chat.

ROI – 2 weeks

Average period of time for a customer to achieve a 100% ROI – 2 weeks.

