WhosOn™

Track - Chat - Engage

10 WAYS TO CONVERT CHATS TO SALES

KEY HIGHLIGHTS

- Today's customers are multi-taskers who use multi-devices to make a single purchase.
- Businesses need to adapt to these multifaceted demands by offering new, innovative ways to sell and communicate with their customers.
- Empowering your sales agents with live chat will increase sales conversion at key points in the online purchasing journey.

Are your being served? - 10 ways to convert web chats to sales

Making a sale to today's customers is more complicated than ever. With all the devices and ways to purchase, your customers have more options, more information and more distractions to compete with to win their business. A recent report by Forrester suggests many companies are falling short in delivering an optimal purchasing journey and missing out on sales.

From the August 2013 CMSWire Article, "Forrester/KANA Report: Customer Service Falling Short in Omni-Channel World

of customers will move to another communication channel if they are unsatisfied with an earlier contact method.

of customers say they will abandon an online purchase if they can't find a quick answer to their query.

> "Empowering your sales agents with live chat will increase sales conversion at key points in the online purchasing journey."

Multi-taskers on multi-devices...

With all the smartphones, laptops, tablets and other devices at their fingertips, today's consumers multi-task across multiple devices – and that's not just the females. According to Google, 90% of customers will use more than one device before making a purchase. They will interact with multiple devices when they shop, manage their finances and plan their travel.

Most importantly, they expect to interact with businesses across all these channels. There is no preferred channel of choice in which to make a purchase. Instead, there are multiple opportunities on multiple devices to engage with your customers and make a sale.

Now that's worth chatting about...10 ways to convert chats to sales

It is more important than ever for businesses to make their sale at the right place and at the right time - and answer queries before the customer quite literally switches channels. BT reports that live chat is fast becoming the channel of choice with customers. While 70% still favour the phone, a growing 27% now prefer live chat.

Furthermore, live chat can lead to savings of over 15% on the traditional phone call. The benefit to your sales team of live chat goes beyond just chatting with your customers at a certain purchasing point. It lets you offer the same personal sales support to online customers as your sales team would in face to face situations. Here's 10 ways to engage your customer and convert a chat to sale...

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> While 70% still favour the phone, a growing 27% now prefer live chat

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1.

Anticipate customer needs and offer solutions

Live chat is much more than just an online chat tool. It allows you to track a customer as they browse from one page to the next on your website. For instance, via the live chat analytics you can see they've viewed product information and added the product to their basket but have not yet completed the purchase.

Perhaps they are now visiting the 'about us' page to help decide whether your company is trustworthy? Maybe they are new to your brand? Via live chat your sales agents can anticipate the hottest leads and immediately offer a solution. They can engage with the customer and offer reassurance about your product, service or company. They could also offer a promotional incentive to complete the sale.

You can anticipate your customers' needs either through a manual or rule based chat invitation which invites a customer to chat based on a set of pre-defined criteria.

2.

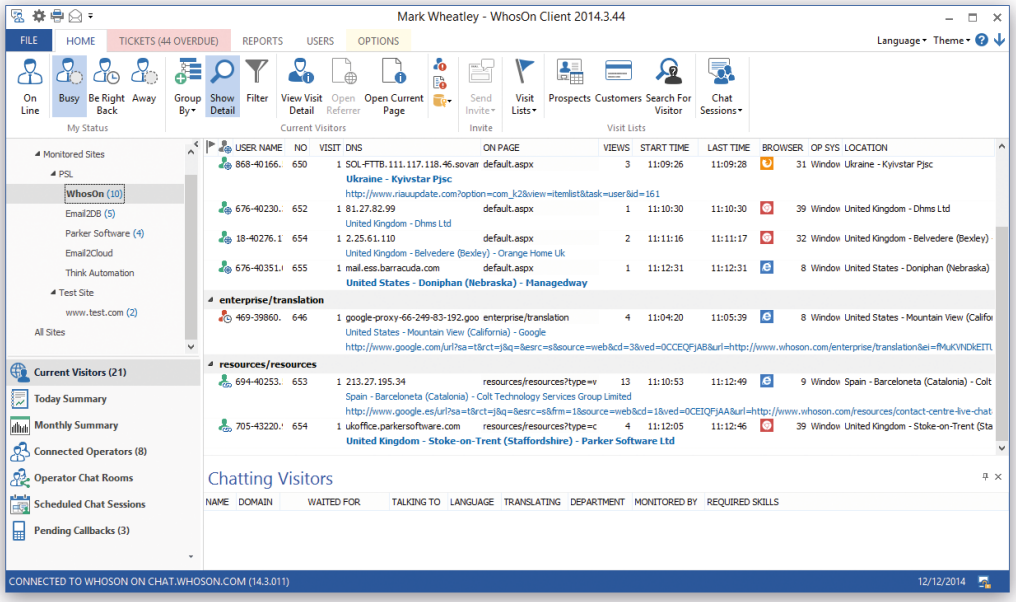
Give a product demonstration

Take control of the customers' purchasing process by presenting a visual or complementary aid to your sale. Live chat gives your sales agents the ability to embed a link to a video or a product demonstration directly in the chat. For example, an estate agent can provide a virtual tour or a video of a property while chatting to the customer and highlight key reasons to buy.

3.

Up-sell & cross sell products and services

Up-sell products and ancillaries via live chat. Once the customer is near to purchase, send a chat invite when a visitor has been on a designated "basket" page or exceeds a pre-defined time threshold. Once the customer is engaged, the sales agent can offer a product of higher spec or accompanying ancillary products to complete the sale. In a traditional bricks and mortar sales environment, sales agents will always recommend alternatives or sell complementary products – the same process applies to selling using live chat.



Live chat analytics - see which customers are viewing your company information

> Resolving queries quickly improves customer satisfaction and retention

4.

Offer redemption and promotions

Offer redemptions, vouchers and promotional discounts at key purchase points via live chat to convert browsers into buyers. For example, a sales agent can let a customer know that a promo price is expiring, free shipping is available or that stock is running low – prompting an 'instant sale'. Similarly, sales agents can offer extended warranties once a purchase is completed via the sale confirmation page.

5.

Head off potential issues via customer support

Resolving queries quickly improves customer satisfaction and retention. It will also encourage repeat purchases. Live chat analytics allows you to see in real time which pages the customer is hesitating on when making a purchase. Your sales agent or customer support team can then help progress the sale by resolving form completion problems or self-service functions, such as changing billing address or updating payment information.

6.

Use Live Chat in email

Using live chat in email will encourage engagement with your customer and increase response rates. Simply embed the link to live chat into your email. Customers can then click the link and instantly chat to your sales team. Automated emails, such as purchase confirmations, allow your sales and customer support team to answer any product queries before they reach your call centre to reduce call wait times. This is also a great opportunity for your sales team to up-sell ancillaries.

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7.

Use Live Chat in online advertising, PR & social media

Make it easy for your sales prospects to contact you by adding live chat interaction across all online channels. Whether it's a PPC ad in Google, a banner advert on a search network, your company Facebook page or a press release, simply embed a link to your live chat function to engage your prospect just when they're reading about you. Use click-to-chat capability to attract new customers, editors and journalists who are reading about your case study or testimonial. Turn bad news into good by linking a chat to your own PR manager to reassure your readers that you're proactive, innovative and on top of the situation. Reassure your customers and they'll be the best PR advocates for your company.

8.

Use chat feedback to understand your customer

Gather feedback via customisable pre and post chat surveys. These will give you and your sales agents the best insights into what does and doesn't work with your products and sales service. Use the results on these surveys to train existing agents and new starters.

9.

Engage chats on pages which offer the most chance of conversion

Using analytics you can determine which pages are generating the highest or lowest conversions. By placing chat on these pages you can engage with your hottest leads and turnaround customers about to leave.

Examples of pages to focus on include product pages with up-sell opportunities, top exit pages, error pages and basket abandonment pages. Via analytics you can also determine which advertising leads to the most conversions. If managed effectively, proactive chats can increase your on-page conversion by as much as 28% (WhosOn average customer data, 2013).

10.

Build an effective CRM contact structure

Getting the right chat query to the right person in your company is essential when improving response times and customer satisfaction. Live chat allows you to "whisper" chats to the appropriate person in your company. This could include the top selling agent when it's a big sale, a technical team member or you could direct it into a CRM management system, such as Salesforce or Microsoft Dynamics.

Consider response times too – make sure a chat agent can handle simultaneous chats and that a consumer waits no more than one minute for an available agent. Make sure your live chat solution is based on real-time resources. It's easy to lose sales and customer loyalty by over-burdening your chat agents.

Consider using live chat in a number of departments and "whispering" chats between teams

What is WhosOn

WhosOn is market-leading live chat software designed to help business achieve success online - be it improving conversion, increasing sales or giving better customer service. It allows you to track and understand your customer and engage with them via live conversations when they visit your website. WhosOn is powered by Parker Software, an independent software house which develops innovative software aimed at online companies - from live chat solutions to business automation software.

Why is WhosOn so great?

- We're the only live chat provider to offer a one-off fee, fully installable solution that can sit on your own servers – brilliant if your IT director doesn't like new systems that are hosted outside your business.
- We offer a super easy hosted solution to get you up and running quickly.
- We love innovation and are constantly improving our products and creating new ones to improve the experience you offer customers
- We offer full integration into CRM solutions such as Dynamics, Salesforce & Sugar CRM - all the simple yet powerful features of a next generation live chat solution.
- Over 10,000 websites use WhosOn to chat with millions of web visitors every month across the globe.
- Already used on over 7,000 websites and in 40 countries.
- Our free trial allows you to experience the benefits of WhosOn for yourself

> We are an innovative company and try to keep our whitepapers like our software...
>
> Simple, Clear & Powerful

Our key to chat!

Proactive chat - a chat invitation is sent to an online customer based on a pre-defined set of visitor behaviour, either determined manually by a sales agent or by a set of pre-defined rules

Manual chat - a manual invitation to chat offered by the agent operating the chat.

Rule-based chat - an invitation to chat based on the visitor's behaviour and meeting a set of pre-defined rules.

CRM (Customer Relationship Management) - the model used for a company's interactions with future and current customers.

Conversion - the conversion rate is the proportion of website visitors who take action to go beyond a casual content view into a pre-determined sale or action.

Installable Solution - sits on your servers, behind your firewall – so you're fully in control of its security and company use.

Hosted Solution - we host the software for you on our secure servers and link to your website. Simple and effective.

About our White Paper

We have realised that reading a white paper can sometimes be like wading through treacle. Not that we don't like treacle. However, we are an innovative company and we try to keep our whitepapers like our software - simple, clear and powerful. Our stats are taken from authoritative sources or our own customer base, while still adhering to our strict privacy policy.

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