USING LIVE CHAT IN YOUR CALL CENTRE
Explore the technology which will transform your call centre to a contact centre
Live Chat is now a key channel – offering contact centres the chance to reduce costs, increase efficiency and communicate with customers at the right time and place.
Recording what's discussed with your customer

Unlike the traditional phone call, where the paper trail ends when the ticket is raised, live chat software allows your contact team to have an easily available and searchable record of the chat. All chats are recorded, with the transcripts searchable by date and ticket number. Tickets can be raised with the contact centre manager and chats “whispered” to another agent in cross-functional departments.

Customers have immediate access to a comms channel

By implementing live chat you are choosing to communicate with the customer via a channel of their choice. Unlike the multi-layered IVR phone system, live chat gives the customer immediate access to your agents and helps resolve issues faster and more efficiently than on the phone.

Transfer documentation

In this age of multi-devices, customers expect to be able to communicate with businesses across multiple channels, simply and securely. Live chat gives you the ability to send many different file formats including: video, web links, documents and picture formats securely via the chat.

The customer can then review the documentation and consider the purchase more effectively. Software security makes sending sensitive information, such as account details or personal details, possible within the chat.

Sophisticated chat software also supports remote control of an end user’s PC with their permission. This can be used within a support desk environment or where a sales agent needs to help the user with the checkout process.

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Send videos, web links and documents more securely and efficiently.
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A neutral communication tool

Unlike the traditional phone call, live chat is a more neutral communication tool. Scripts can be tailored and monitored to avoid confusion while accents and cultural differences are minimised. Providing live chat agents have good standard writing skills, enquiries can be dealt with in an efficient manner without confusion. Make sure your live chat has functions such as spell check.

Easy to measure success

Most call centres swear by metrics like call times and call waiting times. Lower call times are equated with efficiency, cost savings and greater profitability. Beyond call times and recording calls, it is difficult to be clear on standard metrics for success via a phone call. However, chat tools allow you to follow the customer from “referrer or marketing source” through to conversion. Sophisticated analytics in the chat software allows you to define what marketing campaigns generates the most conversions and which chat agents are the most effective. Beyond that, you can use pre-defined rules to locate customers in real-time who are more likely to convert e.g. those who have added a product to their basket but have not yet proceeded to the payment page.

Increase customer retention & satisfaction

By resolving issues quickly and efficiently in their communication channel of choice, you will be more likely to retain customers and drive overall satisfaction. Live chat enables your customers to engage with you from any device – whether that be mobile, tablet or desktop. You can provide assistance through all engagement types – chat, incentives, video, and demos. Chat software allows you to actively engage customers looking for answers on your website and determine which visitors need further help. You can then proceed to deliver targeted messages – a promotion, or help function for instance.

Tactics for successfully integrating live chat into your call centre

Technically, implementing a live chat solution is relatively straightforward. In most cases it can be activated simply by pasting a few snippets of code on your website. However, there are several operational concerns to consider when integrating live chat into an existing contact centre. Chat software allows you to actively engage customers looking for answers on your website and determine which visitors need further help.
Chatbot or Chat Agent?

Your chat should always sound more like a human than a robot. Chatbots – live chat that’s solely run via the software with customers communicated to via pre-defined chat scripts – should only be considered if your product or service is totally undiversified. Successful chat that leads to efficiency and customer satisfaction should almost always involve human interaction. Users are more sophisticated and tech savvy, don’t underestimate them or alienate them.

Understand your customer

The wealth of analytics available in some chat solutions will allow you to understand your customers’ needs and wants. Use these analytics to find out when is the right time to chat.

It’s important to decide on rules of proactive engagement, whether that be manual or automated rules. This will give structure to your chat agents and clearly defined boundaries. You should also consider using pre and post chat surveys to influence your product or service development.

Invest in your agents

Live chat agents need to have a specific skill set. They should have the ability to multi-task on simultaneous chats, be able to read between the lines of lengthy chats and have excellent reading and writing skills, as well as efficient typing skills.

Never overburden your agents. Chat providers will tell you that chat volumes can be 10 times that of email and require a much faster response time. Restrict the number of chats an agent can take. Your contact centre needs the right infrastructure and resource to handle this effectively.

Understand your business

If you’re a multi-layered business with different teams for customer service and sales then it’s important to consider where chat responsibilities will sit.

Consider using live chat in a number of departments and “whispering” chats between teams so agents can answer the customer query more efficiently.
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We offer full integration into CRM solutions such as Dynamics, Salesforce & SugarCRM

Be proactive not pushy

If your call centre has a sales driven environment, using chat can have real benefits. But you must know when to up-sell and when to offer the right incentives. Agents should be trained to recognise the right time and right place to convert the chat, in the same way as on the phone.

Personalise your chats

It’s important to be more than just a robot. While the use of scripts and canned responses will drive efficiency and cost savings, the same type of personal style conveyed on the phone should be used on a chat. Use photos of chat agents, adopt an informal writing style and be sure to offer the same types of greetings and conversations as you would on the phone.

Why is WhosOn so great?

- We have over 10 years’ experience developing and implementing Live Chat.
- UK and US based support.
- 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 also offer a super easy hosted solution to get you up and running quickly.
- We offer full integration into CRM solutions such as Dynamics, Salesforce & SugarCRM.
- We love innovation and are constantly improving our products and creating new ones.
We are an innovative company and try to keep our whitepapers like our software...

“Simple, Clear & Powerful”

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 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.

Our Key to Chat!

Proactive chat - the 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 a set of pre-defined rules.

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

Rule-based chat - an invitation to chat based on the visitor’s behaviour 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 go beyond a casual content view and take 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.
Resources:

If you would like to learn more about our Contact Centre Live Chat Packages, visit our website www.whoson.com here.

Or click to speak to a Contact Centre Live Chat Expert today; Click to Chat.

Our Customers:

Here are just a few of the clients we work with:

Social:

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