



WebsiteAlive<sup>®</sup>

Let's Connect

# Best Practices

*A Helpful Guide for Your WebsiteAlive Account*

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# 1. Best Practices Introduction

## Why Add Live Chat?

The world is changing, especially the way customer and prospects communicate. Live Chat for your website makes sense as text-based communications become increasingly popular. And, for customers and prospects overseas, the telephone is not practical but text is and it's free for website visitors.

- Chat is live
- Chat is immediate
- Chat is personal
- Chat is two-way
- Chat is easy and comfortable to use
- Chat is cost effective- the chat operator can handle multiple chats at once

## How Will You Be Using Live Chat?

Once you decide to use live chat, answering a few key questions will help you use the service effectively.

First, what are your chat objectives? Usually, businesses and organizations use chat for several fundamental reasons:

- Improve the overall web experience
- Reduce customer support costs
- Increase sales conversion rates
- Increase online purchase levels
- Collect important prospect information; from names to email addresses

Secondly, who will handle your chats? Are you using internal staff or do you need chat staffing solutions? If so, WebsiteAlive can provide you staffing options, either 24/7 or after-hours.

# What Capabilities Do You Need From the Right Live Chat Solution?

Some features to consider including:

- Chat transfer to another chat Agent or supervisor which provides better chat handling options for both your Agents and website visitors
- Complete chat transcripts for both you and your website visitors; great for reference and keeping everyone on the same page
- Rule-based Proactive Pop-Ups and manual chat invite options – increase chats and therefore business
- Hotkey, pre-scripted responses – fast and accurate answers to FAQ's
- Screen-sharing to help customers find something or do something on your website
- Reporting tools to give you a good assessment of chat and chat Agent effectiveness
- Mobile chat - never miss another chat again. Work off-site or on location
- Chat security considerations, such as; chat privacy

WebsiteAlive's experienced team will help you sort through the why's, what's and how's of making live chat work for you and your business.

# What Impact Can You Expect From Live Chat?

Adding Live Chat impacts different businesses in different ways. On-going research points to significant benefits:

- By adding an online chat service to your website you reduce telephony volume by 12% (Source: Gartner)
- Customer Support interactions via phone typically costs \$33 per call. Online chat service interaction typically costs \$10 per chat (Source: Forrester Research)
- Chat leads to a 20% increase in online sales conversions (Source: Forrester Research)
- Online chat will provide a 30% lift in average value of an online order (Source: Jupiter Research)
- A Pew Research Center study shows the higher the incomes and education levels of prospects, the more chat is preferred
- Emerging customers and prospects from younger generations use online chat at even higher than average levels

## 2. Online Communication: Training, Management & Options

### Training Chat Agents

AliveChat's easy-to-use operator console is intuitive and logical making it simple for operators to handle chats effectively.

*\* WebsiteAlive offers specialized chat operator training if needed.*

Your checklist for training operators:

- Assign separate log in user names and password for each chat operator
- Familiarize operators with how to change operator settings: fonts, sounds, call settings, etc.
- Show how to add to or edit hotkeys (note, AliveChat's Pro and Pro+ levels enable you to assign such Administrator tasks to your operators)
- Practice transferring chats
- Do some tests allowing them to handle multiple chats at once
- Make sure they know how to label a chat at its conclusion

# Managing Your Live Chat Operation for Success

AliveChat provides many tools to help you manage your live chat for success

- Live Site Monitor: view website visitors and chats in real time
- Reporting Options: measure chat effectiveness and right-size staffing levels  
Reports include average speed of handling, average chat time, chats per hour, chat sales conversion report, customer satisfaction levels and many more
- Chat Transcripts: provide a picture of what your prospects are interested in
- Post chat surveys: what do your prospects and customers think about the chats
- Utilize a continuous improvement process to improve chat effectiveness

## Building Your Business with WebsiteAlive Options

WebsiteAlive, an industry leader in connecting prospects and customers to a business, offers additional business-growth options:

### **AliveDial**

AliveDial is WebsiteAlive's click-to-call solution that allows you and your website visitors to be connected via telephone for those prospects and customers that want to talk by phone immediately bypassing multiple voice options.

### **AliveMessage**

Automatically included with AliveChat, AliveMessage provides forms for your website visitors to leave you a message while you are closed for the day, or simply away from your desk for any period of time.

### **AliveConcierge**

Chat staffing options for those companies that prefer not to handle chats internally and ideal for companies who are unable to handle large live chat volumes.

## 3. Integration

### Platform Integration

#### **Magento**

Integrate WebsiteAlive directly into your Magento e-commerce website. For a full instructional how-to installation guide, please visit the following link to view and/or download: [http://go.websitealive.com/downloads/pdf/Magento\\_How\\_To.pdf](http://go.websitealive.com/downloads/pdf/Magento_How_To.pdf)

#### **Wordpress**

Download and install the WebsiteAlive WordPress Plug-in directly from within your WordPress website. <http://wordpress.org/plugins/websitealive/>

For a full instructional how-to installation guide, please visit the following link to view and/or download: [http://go.websitealive.com/downloads/pdf/How\\_To\\_WordPress.pdf](http://go.websitealive.com/downloads/pdf/How_To_WordPress.pdf)

#### **Squarespace**

Integration into Squarespace is provided by manually inserting your code into your Squarespace page's configuration. For a full instructional how-to installation guide, please visit the following link to view and/or download:

[http://go.websitealive.com/downloads/pdf/How\\_To\\_SquareSpace.pdf](http://go.websitealive.com/downloads/pdf/How_To_SquareSpace.pdf)

#### **Facebook**

We want to help your business go social! WebsiteAlive now integrates easily into your Facebook pages with our WebsiteAlive Facebook App. For a full instructional how-to installation guide, please visit the following link to view and/or download:

[http://go.websitealive.com/downloads/pdf/How\\_To\\_Facebook.pdf](http://go.websitealive.com/downloads/pdf/How_To_Facebook.pdf)

# Integrating Live Chat into Online Marketing and Sales Programs

WebsiteAlive provides you the tools and knowledge to integrate AliveChat with you social media sites such as Facebook and Twitter as well as embedding Banner Ads and Emails with live chat.

## **Social Media**

Social media provides for a great outlet to utilize WebsiteAlive's Online Communication service. Integrate with social media through our Platform Integration section or as a simple image or text link in your Facebook, Twitter or Google+ posts.

## **Banner Ads**

More and more common these days are dynamic banner ads that provide the user with more click options. One of those options becoming more popular is including a Live Chat button in your banner or listing ad.

## **Email and Email Campaigns**

Allow your email recipients the opportunity to Live Chat with you right from your email, email campaigns and signatures by using a simple image or text link call to action.

## 4. Customization

### What is the Best Way to Customize Live Chat and Set It Up for Maximum Effectiveness?

Customization options for your chat look are nearly limitless with WebsiteAlive. Bold designs, prominent placement, and proactive pop-ups will attract attention and increase chat rates. More chats = more business.

A few key phrases we will be covering in this section:

- **Call-to-Action** - Call-to-Action is the button or link used to call attention and direct your website's traffic
- **Location** - the location of the Call-to-Action is as important as the call to action
- **Invitations and Proactive Pop-ups** - target and invite website visitors to chat
- **Presentation** - present your live chat as a comfortable experience for your website visitors

## Call-to-Action: Location, Invitation and Presentation

Customizing your Call-to-Action has a little more depth than simply making buttons or images reflect your website's branding and styles. In fact, there is an actual science to it and statistics to back it up.

Standards are beginning to emerge in the Live Communication industry. Not surprisingly these standards aren't defined solely by the technology creators. Instead, backed by research and experience, IT works closely with users of this technology to create a seamless user experience across various websites.

Here are a few select Live Chat Call-to-Action buttons that are most inviting either as a static Call-to-Action or a Proactive Pop Up.



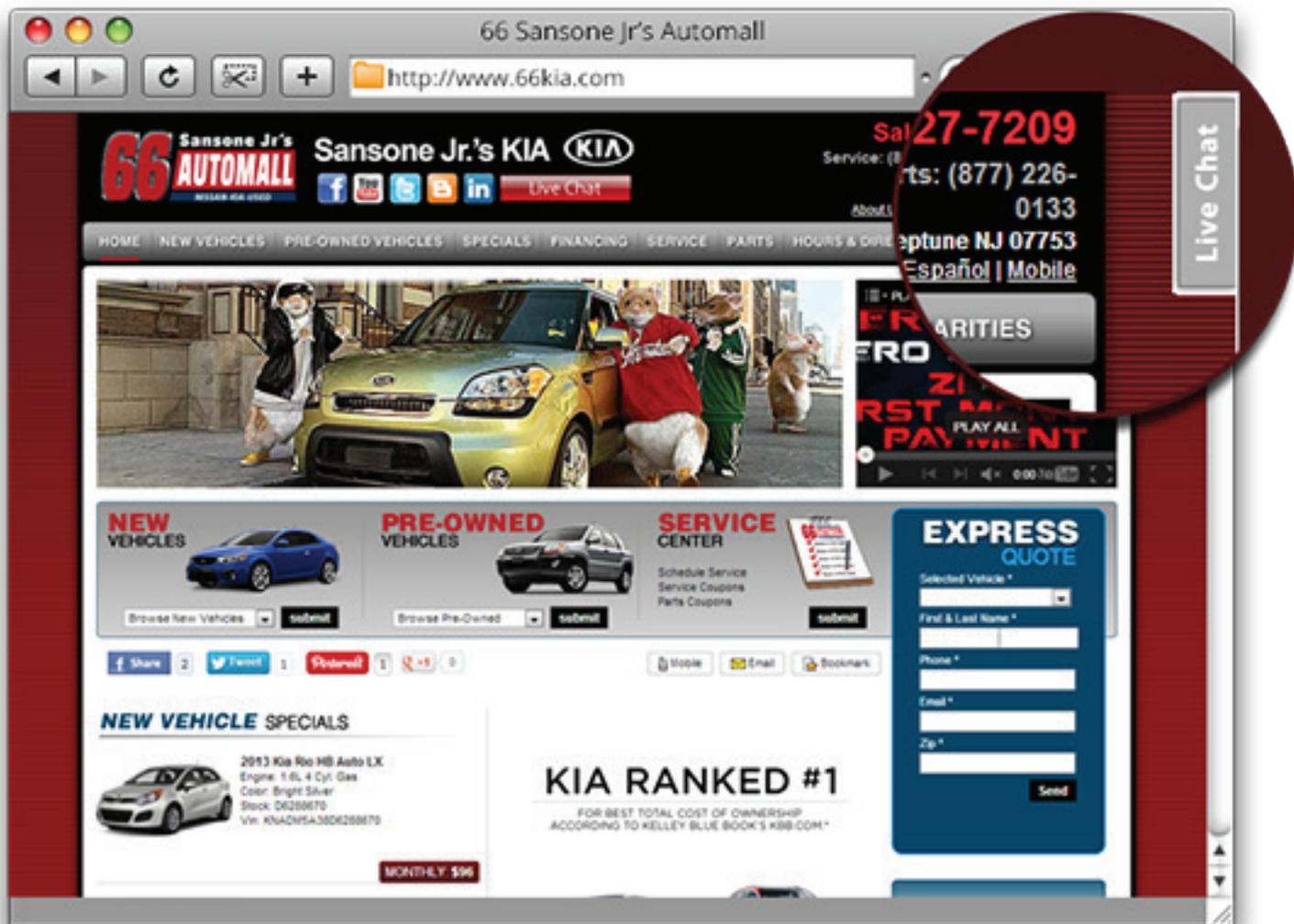
# Locations

Placement of the Call-to-Action is becoming quite standard as more and more websites and online retailers are embracing Live Communication technology. Similar to a “Like” or “Follow” button by our friends in the social media industry, call to action location is expected to be in one of three places, if not all three.

- Within the header or main navigation menu
- Attached to the bottom or side of the browser in a fixed location
- Within the body as either a text or static image button



Note this eye-catching example of effective call to action positioning within the website.



Above is another example of a Live Chat Call-to-Action button being placed in the top right corner of the website, as well as the header and footer. The idea is to keep the Call-to-Action on screen at all times, regardless the location the visitor is viewing, such as: top, bottom or mid-page.

## Offline Mode

When offline, either after-hours or when stepping away from your desk, you can enable offline-mode which automatically converts your Live Chat form into an Offline Lead Form. Once this form is filled out, that message is then sent to your Live Chat Agents via email or via the Live Chat Agent panel, or both. These options are adjustable to suit your needs and goals.

With AliveChat, you also have the option to have the chat button disappear after hours.

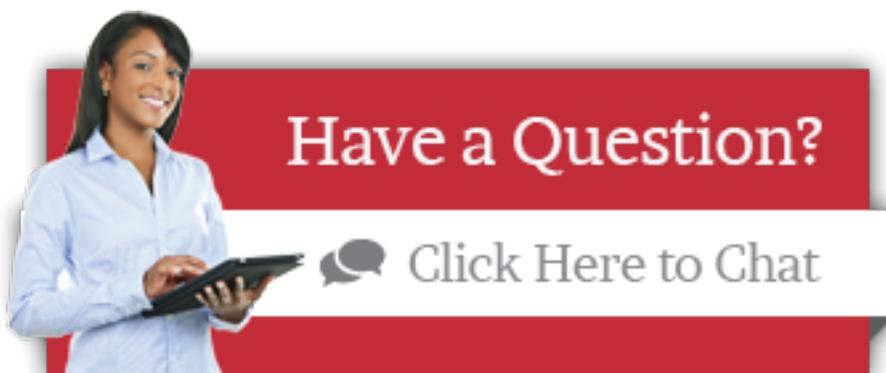
## Invitation - Proactive Pop-Ups

Some users have gone a step further using Call-to-Action as a proactive invitation or what we at WebsiteAlive call a Proactive Pop-Up. This call is very useful as it provides Live Chat Agents the ability to target website visitors with at-will invitations or as rule-based invitations, such as time or pages visited. WebsiteAlive fully supports all Call-to-Action invitation methods.



### Target Website Visitor

This Proactive Pop-Up is triggered by a Live Chat Agent for a website visitor that is spending a lengthy time on the support page.



### Typical Proactive Pop-Up

This Proactive Pop-Up is triggered after 45 seconds of being on the website but you can set the time increments to fit your needs.

## Presentation

Once you've decided on the best course for your Call-to-Action location and invitation standard you can then easily plan your presentation. Some basic guidelines on presentation best practices:

- Create and style your buttons according to your website's theme, style and branding. Using stock chat buttons for Live Chat can be effective but integrating customized styled buttons allows your visitors to feel as if your chat option is a full solution rather than an afterthought.
- Add a face. Adding a face to your Call-to-Action or even a stock photo can present a warm, more personal invitation for website visitors to come and chat with you.
- If you offer Live Communication on one page, offer it on all pages. One common mistake is only inviting visitors to communicate on the home or primary sales search pages. If it works on the home page, place it on all the pages in the same location or as close as possible. Don't force your future customers to search for your Live Chat option - make it obvious and easy to use.

# User Interface: Design Cheat Sheet

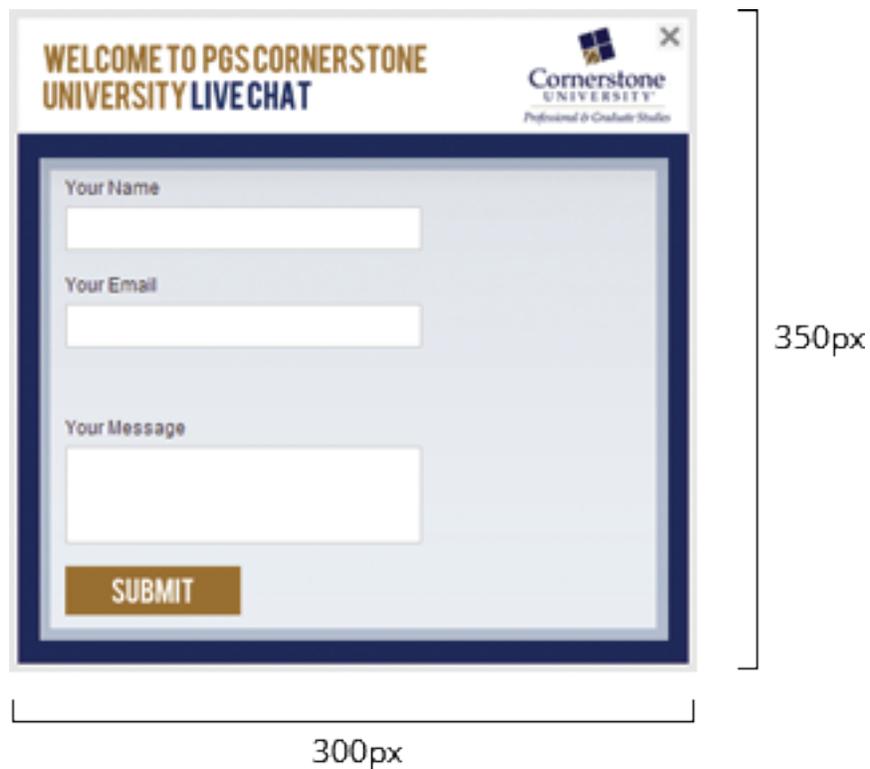
One of the greatest features within WebsiteAlive's full solution software is the ability to customize your Online Communication interface, not just your Call-to-Action buttons.

Designing and customizing your Online Communication interface is very similar to building your website or a piece of your website, where you match design to branding, utilize other portions of your web template for consistency, and tie the whole thing together. The result is visitors have an easy, at-a-glance understanding of where things are and how they work.

Below are a few of the ways users can customize their Live Chat user interface.

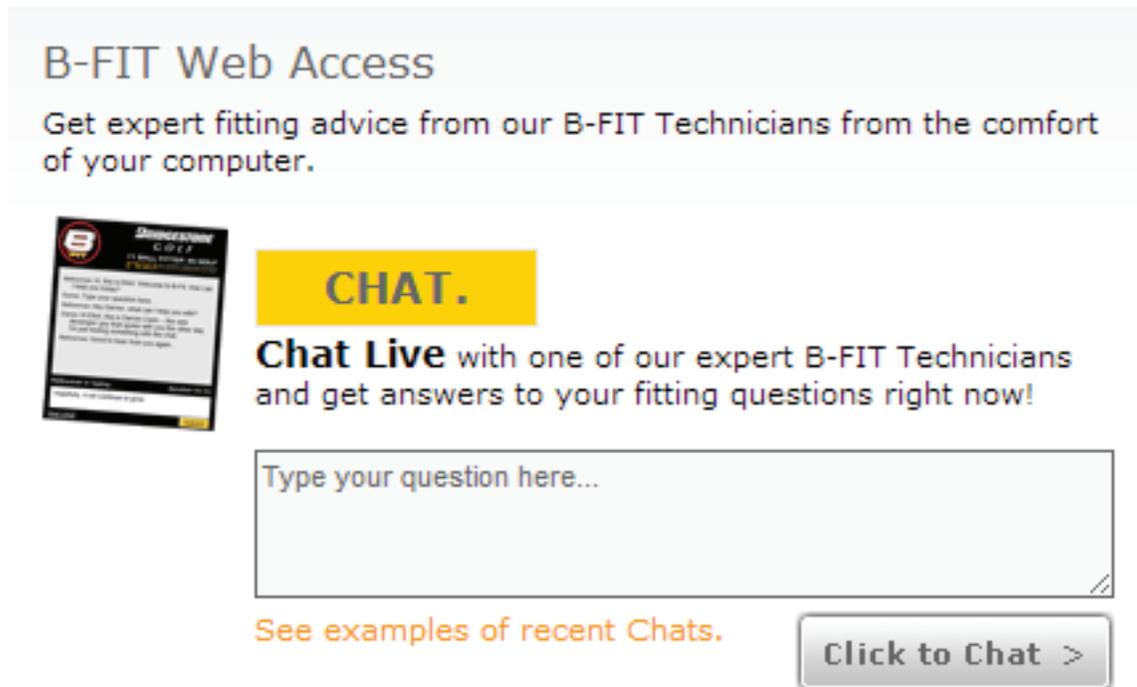
## One-Piece Background and Logo Design:

Traditionally WebsiteAlive users insert a background image, color or leave it blank, then load their logo in through the input interface within the Administrator Panel. An alternative to this is combining the logo and background into one single image and then removing the logo field from the settings. This is most useful for those users who like to have their chat on multiple websites or within an iFrame, automatically enabled when the website visitor opens the page.



## iFrame Interface Placement:

Often users would like to weave or embed the user interface right into their website and this is possible by calling the correct WebsiteAlive Live Chat interface path into your iFrame code.



The screenshot shows a web page titled "B-FIT Web Access". Below the title is the text: "Get expert fitting advice from our B-FIT Technicians from the comfort of your computer." To the left is a small thumbnail of a chat window. To the right is a yellow button with the text "CHAT." Below this is the text: "Chat Live with one of our expert B-FIT Technicians and get answers to your fitting questions right now!" Below this text is a large text input field with the placeholder "Type your question here...". At the bottom left of the input field is a link: "See examples of recent Chats." At the bottom right is a button: "Click to Chat >".

## iFrame Sample Code:

1. Place the Live Chat code on a blank page.
2. Add the following iFrame code to your website with the proper URL

```
<iframe src="http://www.yourLiveChatPage.com" width="300px" height="350px"></iframe>
```

3. Adjust the width and height to match your Live Chat user interface size.

## 5. We're Here to Support You!

### Troubleshooting Issues

Should you need assistance with your AliveChat service, you have many options.

- Find answers by clicking Support on the WSA website – note the keyword search option- top right of webpage; click the topic and helpful information will appear.
- Contact WebsiteAlive by chat-phone-email

### Contact Us

**Call us** at [888-696-4513](tel:888-696-4513).

**Chat with us** at [www.websitealive.com](http://www.websitealive.com)

**Email us:**

Sales - [sales@websitealive.com](mailto:sales@websitealive.com)

Support - [support@websitealive.com](mailto:support@websitealive.com)

## 6. WebsiteAlive

### What Makes WebsiteAlive a Good Choice for Your Live Chat Needs?

At WebsiteAlive, we've taken the worry out of installing and using a live chat service. We provide you:

- A free 30-day trial so you can see how easy it is to install and use;
- Month-to-month agreement – no long-term contract.
- Discounts for paying for a year at a time (12 months for 11)
- 60-day money back guarantee
- A dedicated team to back you up
- Easy set-up and ease-of use
- Web, desktop and mobile interface
- Fully hosted on secure servers – safe and private with a 99.98% uptime performance
- Works on Mac, PC and Mobile platforms such as iPhone, Android and even iPad.
- Three levels of service with Lite, Pro and Pro+, each with increasing capabilities
- Dedicated server options with our Enterprise solution
- 11,000 customers and growing from private business to non-profits, from government websites to higher education.



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