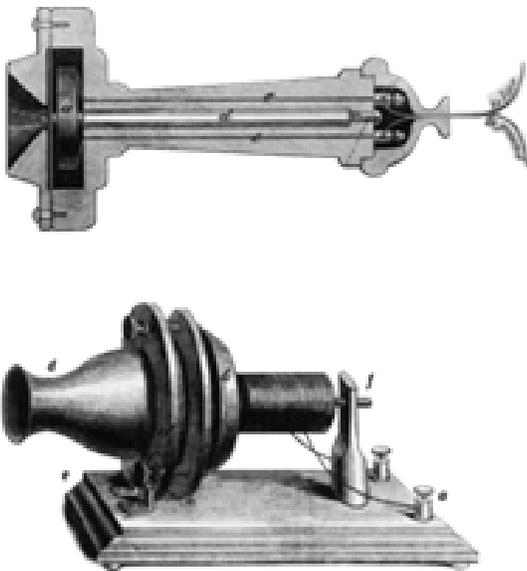## *10 Questions to Ask When You're Shopping for a Live Chat Provider*

# con·nect
[k*uh*-**nekt**] *verb (used with object or people)*

1. to join, link, or fasten together; unite or bind: to connect people by communication
2. to establish communication between persons

# WebsiteAlive®
### *Let's Connect*

# INTRODUCTION

If you're reading this guide, you probably already know that implementing live chat makes economic sense. It helps businesses cut their customer service costs while simultaneously improving the quality of the service and it greatly increases online conversions. But there are a lot of choices.

Which one is right for you?

Here are ten questions every company should ask when shopping for a live chat solution.

> "Nearly 85% of consumers who browse, research and buy products and services online want the choice of click-to-call or click-to-chat to get live sales or service assistance."
>
> -MarketTools

## WHAT IS LIVE CHAT?

- Convenient for customers

- Increases online conversions and sales

- Cuts down on overall customer service labor and expenses

- Used by companies large and small across all industries

- Enchances the customer's experience

- Proactive for you and the customer

- Used as a part of support and e-commerce solutions

- A simple and easy way to communicate

**Contact:**

**Bryan Apgar**
Vice President of Sales and
Business Development
sales@websitealive.com

**WebsiteAlive**
2100 West Loop South - Suite 900
Houston, TX 77027 - US
1.888.696.4513

# What's the real benefit of a live chat solution for my business?

When customers are shopping in a brick-and-mortar store, they're more likely to buy something if you offer them help. The same is true on a website. Giving visitors an opportunity to chat with a representative and have their questions answered in real time can lead to significantly higher conversions.

Live chat lets you interact with your customers without the disruption of switching to the phone or the delay of sending e-mails. Customers find it convenient, and that leads to a much better customer experience, which leads to long-term loyalty.

Your agents will find the convenience of live chat to be beneficial, too. It will give them the opportunity to engage with clients from anywhere, at any time, from any type of device.

# How difficult is it to implement a live chat solution on my website?

For a basic implementation with no customization, you can literally add live chat to your website in just a few minutes. The process is as simple as pasting a snippet of simple HTML or Javascript code on the pages of your site. Even though it's an extremely easy process, a good provider will have agents on hand to help you if you have questions.

"63% of website visitors are more likely to return to a website after experiencing live chat."

-e.Marketer.com Survey

## Will I have the ability to completely customize the solution with my brand?

The answer varies from vendor to vendor. In some cases, the look and location of the chat widget can be changed to some extent, but it will always have the vendor's logo on it. In other cases, you get complete control over the appearance of the widget and can use it as an extension of your own brand. A chat box that is consistent with your company's brand identity provides a seamless experience for the user and promotes trust.

## How are fees structured?

Pricing for online chat is based on a number of factors, including the number of operators, the number of chats, and (in some cases) the number of websites on which it is installed. Your total cost should be easy to predict. Look for vendors with transparent, easy-to-understand pricing structures.

## How reliable should I expect a live chat solution to be?

If you're logged in, the service should be functioning. Reliable live chat vendors are hosted by large cloud computing providers whose uptime is approximately 99.9 percent.

For those rare instances when something goes wrong, your vendor's number one priority should be getting the service back up, even if it's 3 AM on a Saturday.

## What type of support should I expect to get from my provider?

Would you buy live chat service from a company whose representatives are not available to chat with you? Probably not, and for good reason. 24/7 online support is the industry standard. During your initial deployment and integration with your other systems, an account manager should be with you every step of the way.

In addition, some vendors offer an online library of articles, videos, and other support materials that you can distribute among the users in your organization.

## Will I be able to integrate the solution with my social media?

A reputable provider will offer applications and/or plugins that will allow you to add live chat to any of the popular social media outlets. Having live chat on your website is important, yes, but social media are so prominent that it's equally important to be able to engage with your customers on those platforms as well.

## Will I be able to accept chats on the go?

We live in an increasingly on-the-move society, and handheld devices are a big part of the way we do business. Look for an online chat vendor that offers mobile apps that allow your agents to answer chats no matter where they are.

## Will I be able to run reports and analytics that will quantify the effectiveness of my solution?

Most providers offer general reports that allow you to gauge the performance of your live chat services and the performance of your representatives. Look for a vendor that offers downloadable reports and APIs that will let you export the information to your content management system (CMS).

## What if I'm not always available to answer customer chats?

Potential customers can easily drift away if no one is available to speak with them. But sometimes it's outside of office hours, or you're simply too busy to answer a chat. For those times, some live chat vendors offer a managed chat service. A real person will engage the customer, take a message, and pass the lead on to your agents via e-mail, SMS, or phone.

## ALIVECHAT - ALIVECHAT ANYWHERE

AliveChat is a fully hosted customer service and communication solution that is proven to convert more leads and reduce your customer support costs.

AliveChat is part of a suite of online communication solutions offered by WebsiteAlive. For more information, or to consult price lists, visit us today at www.websitealive.com.

**CONTACT US**

**Bryan Apgar**
**VP of Sales and Business Development**
sales@websitealive.com

**WebsiteAlive**
2100 West Loop South -Suite 900
Houston, TX 77027 - US

**www.websitealive.com**

**1.888.696.4513**

WebsiteAlive
*Let's Connect*