

CHAT CHECKLIST



1. Concurrent conversations

Agents serve up to 4 times more inquiries than they would by answering phone calls. Usually, a person that operates chat may talk to 4 or 5 people at once offering good quality of conversation. However, it could be done when the agent can dedicate all of his time to serve this channel only. The chat agent has the possibility to switch between conversations and is more effective than the one responsible for customer service by phone when there can be only one conversation served at a time.



2. Reach the right customers

Chat tools allow to analyze the client's behavior on your website. You can see on what subpage he's on, what product he's looking at or whether he started the shopping process or not. LiveChat tool gives the possibility to use these data to invite them to chat. Greetings may show on specific subpages. The proper setup gives the opportunity to invite chosen group of users to talk. You are able to influence the client's behavior and guide them through the shopping process. Chat also helps to get to the specific people. It is important that greetings' content was adjusted to the context. For example, when the customer is looking at some hoodie, the greeting may be "Good morning! Can I help you with choosing the hoodie?". Texts that are relating to the client's behavior on your website may help in making a decision or dispelling the doubts



3. Consultancy connected with support

A common mistake with using chat is an orientation towards answering customers' questions. It is a fact that the chat fulfills that role but it is not the end of it. You may use this conversation to influence the customer - you can do that by engaging and helping him until he finalizes the shopping process. An important thing to do is to examine user's needs during the talk and ask what his needs are, what he's looking for, how much money he wants to spend. Thanks to this attitude agent may advise and suggest right products.



4. Discounts and price negotiations

During the conversation, you are able to see whether the price is blocking someone from buying. In that kind of situation, you can offer discounts/coupons or free delivery. Sometimes a customer will not tell you that he's indecisive because of the price. However, offering someone special discounts or any other form of saving some money may convince him to buy. Also - it is important to inform clients about current special offers by chat (especially if it's not described on your website). Remember- offer these coupons at the moment of buying. Giving it right before finalizing the shopping process will increase the probability of closing this purchase and help in keeping the customer on chat.



5. Upselling and cross selling

Being in the relationship with your client, knowing what he buys and why he buys you may propose some product, which will be complementary. For example - the client is buying a smartphone - offer him to buy a case or toughened glass. It is a lot harder to say no to a real person, than to the popup showing on the page. In this situation, the agent may explain why this is something he needs and how he can benefit from this purchase. If there is a little amount of money to free delivery - tell him. 20 % of suggestions are accepted by clients.