

7 Ways to Use Live Chat for Increased Customer Support Efficiency



Think of a loyal customer who encounters a problem at the check-out point. In the past, he's had positive experience with your own support team, so he decides to call you for instant assistance. But Alas!

To his displeasure, he ends up being on hold for long 20 minutes, only to be told that your system is running slow and you will take some more time. He becomes so irritated that he drops the call, abandons his shopping cart and most importantly loses his faith in you. How will you tackle this kind of situation?

Yes, it's hard to keep up with the overwhelming client requests as your business grows in size. Here we will discuss about the strategies that can help you in easing this kind of pains. But have you ever thought of adding live chat on your website and how it can help your support system immensely to grow and flourish?



Table of content

- 1 Customer assistance: faster, easier and better than before
- 2 Chat from anywhere
- 3 Proactively engage with online visitors
- 4 Use facebook as a weapon to offer customer service
- 5 Voice Call/Video Chat - the fastest way to deliver the human touch
- 6 Follow your visitor's footprints
- 7 Measure, coach and monitor

1 Faster, easier and better than before

Good news! With live chat, now your agents can handle multiple chat sessions at a time. Unlike emails or phone support where one agent can serve one customer at any given time, with live chat he will become a multitasker.

Apart from that, live chat software helps your website visitors to keep a chat transcript of their chat conversations which will prevent call-backs. So, whenever your customers will face the same problems, they can check the past chats.

The fact is consistently demonstrated that live chat can save both telephone expenses and agent's task time. As with live chat your agent can chat with more than one customer at any given time, it cuts down the customers' waiting time to a fraction of its former size when compared to other call centers.

'56% of shoppers prefer Live chat over other communication methods.'

Source: Forrester Report 2013.



2 Chat from anywhere

Now all of your agents can provide support service from anywhere. As live chat can be optimized across most of the devices like desktop, mobile phone or tablet, now your support agents are able to provide assistance even when they are outside. So it allows you to offer 24/7 assistance.

As per the survey conducted by eDigital's Customer Service Benchmark, **'with 73% usage, live chat currently has the highest satisfaction level followed by email and phone with 61% and 44% respectively.'** Live chat offers instant help to those customers who are surfing your website from their mobile phones or tabs irrespective of what device or OS they have.



'Live chat takes center stage in best-in-class deployments of sales and marketing rich media solutions'

3 Proactively engage with online visitors

To win the heart of your customers, walk some extra miles and offer assistance to them much before they think about it.

There are times when your customers face problems and wish to talk to a live person on your website but the thought of getting real-time assistance through live chat does not come to their mind. So with live chat's 'Proactive chat' feature, your agents can offer them online assistance proactively and stop them from abandoning your website.

Timely intervention sometimes creates a difference between completing an online transaction and losing a prospect client. The 'Proactive chat' feature enables your support agents to reach to the website visitors who may become your customers. The chat invitation can be an image or a small live chat window with a short message saying for example, "How may I help you today?" It is really a very powerful tool for satisfying customers especially when they need any kind of help.

'38% stated they purchased from the e-commerce website as a direct result of the chat session itself.'



4 Use Facebook as a weapon to offer customer service

Live chat software offers several ways to use Facebook as a strong weapon for providing support service. So tap into the power of social media and get new business opportunities flowing. **“Facebook live chat”** integration enables you to reach your Facebook audience more efficiently.

‘Facebook Chat’ lets the visitors live chat with your support agents from your Facebook company page itself. Through Facebook Messenger, they can seek real-time assistance. All you need is a REVE Chat account and your company page in Facebook.

Also you can grow the total no of ‘Likes’ on your Facebook company page by adding this Facebook ‘Like’ button to your live chat window.

‘File sharing: share or email chat transcripts both during and after each chat sessions’



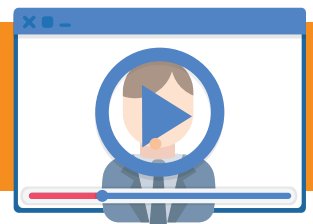
5 Voice Call/Video Chat - the fastest way To deliver the human touch

In the traditional form of customer support, like hotline numbers, people need to call you if they require any help. But with 'Voice Call/Video Chat' they directly can make audio/video calls to your customer support agents within the website itself without paying anything extra.

With the help of WebRTC and VoIP technology, it allows your website visitors to initiate voice/video chat for instant help whenever they need. Apart from that it will be much easier for you to manage your support service more efficiently.

Live chat allows you to provide a truly personal experience to your customers whenever they land on your website. In the live chat window, there will be a '**Voice Call**' and '**Video Chat**' button clicking on which website visitor can directly talk to your support agents.

'Customer feedback: get customer feedback after each support session to improve the quality of your support service'



6 Follow your visitor's footprints

Now monitor in real-time how your agents are interacting with the website visitors, analyze the web path of your visitors and determine, which are the specific webpages with low and high engagement rates.

The unique '**Visitor Tracking**' feature helps you to analyze the customer behavior so that you can communicate in a more personalized and targeted way. By the comprehensive reporting facility, you will be getting a deeper insight of the website visitor's behavior. This highly advanced feature enables you to monitor the key metrics and optimize the whole process for both your support agents and website visitors.

The 'Visitor Tracking' feature includes detailed analytics that measure overall aspects like the total amount of time spent by your website visitors on chat sessions and in website, geographic location, country and IP address, their past website visits and many more. It also helps you to make reports on a periodic basis.

'Chat translation: engage your customers with their native language and personalize your greeting'



7 Measure, coach and monitor

Things can't be improved if you don't measure. To get started, you can access your agent reports from '**Analytics**', a unique feature of live chat. The graphs will show you the total number of agents logged in at any given time. All the information can be overlaid with the number of missed and attended chats, as well as the average customer satisfaction rate.

With this live chat, you not only monitor the detailed chat conversation between your website visitors and agents but also you can measure its effectiveness. It will help you to understand the efficiency of your agents and the impact of your support service on the website visitors. So as you can measure your service, if required you can arrange training sessions to improve your support agents' efficiency and productivity.

In case of online customer support, the words are all that your support agents have, to convey the right message to the clients. Any phrase that would work ok in telephonic or email support, may not be suitable in live chat. So to become an excellent support agent, each one of them should build up good communication skills, vocabulary without dubiety and provide pleasant experience for the website visitors. Though customer service is not an easy job, but don't take it as a burden. After all, it's a very good sales opportunity, so don't let it go away from your hand.

'Screen share: co-browse with your website visitor in real-time to offer better assistance'



Connect with your website visitors through REVE Chat to provide instant assistance

- Get instant customer feedback during and after each support session
- Get insights and measure the quality of your customer support
- Generate more leads and increase sales conversions

