

## **LIVE CHAT SUPPORTS QUALITY CUSTOMER SERVICE**

Do you know that 51% of consumers believe that businesses should be available to answer questions 24/7? And 42% of people say they prefer live chat to interacting on the phone.

If you have a business that sells retail products (especially online), or an essential service that some may want immediately, live chat may be something for you to consider. It allows your company to respond to questions and concerns in real time. Customers access it right through your website. If you're looking for how to have a seamless customer experience, this is it.

### **Keep People Focused on You**

In today's world of text messages and social media, people have become accustomed to immediate responses. As such, when a potential consumer has to wait even a moderate amount of time to get their question answered, they go elsewhere.

### **Handholding**

Some customers may want to be walked through the buying process when purchasing online. This crucial component may be what keeps a person returning to your company.

### **“Preferred Contact Time”**

A person can submit a request containing their question or concern on live chat. They can select a preferred time to contact them back. This function gives both the consumer and the customer service representative a more structured option. It offers the ability for the rep to prepare a response.

### **Gain Insight into Your Customer's Behavior**

No matter your business, you want to know what attracts your customer. In other words, what is it they like about your website, product, or service? What don't they like?

When you interact directly with your customers through live chat, you can engage them in conversation and learn more about their needs and shopping behavior. It can also get you access to those potential customers who may not be buying yet but will after conversing through chat. And if they don't, you may be able to find out why.

### **Improving Your Products or Services**

Knowledge is power. Live chat provides you with the perfect opportunity to ask questions and find out what your customers are looking for. This valuable information can help you better understand the person you're selling to. When you better understand your customer, you can improve your products or services to appeal to a wider demographic. You'll also be able to enhance your marketing strategies based on the direct feedback.

## **Build Stronger Relationships with Consumers**

Quality customer service begins and ends with the relationship between the customer and your company. Customers want to feel like they matter to you and they're not just another dollar sign.

### **Video Chat**

Live chat can also utilize video for an even more personal interaction. Live chat that uses video can offer you the benefit of being able to have actual eye contact with someone. You can connect with them on more than just a business level. You'll be able to foster stronger relationships as they see you and feel like they're buying from a person rather than a company.

### **Increase In Efficiency**

Think about how many people are reached by Instagram or Twitter. Most of the questions that come through, reps have answered hundreds of times. Because of this, one person can usually handle several chats at a time. This advantage is simply not possible when you're answering phone calls.

### **Rapid Response Time**

With live chat, most of the time the customer service responder is ready and available. They will be able to quickly and easily provide answers to the customer's questions. Typically, the consumer will receive a satisfactory response in under a minute.

### **Decrease In Cost**

Because one person can respond to multiple chats, you'll be able to hire fewer people without sacrificing quality customer service. You can do more with less.

### **Quick Questions and Shorter Wait Times**

Another added benefit to live chat is that it allows the consumer to receive answers quickly to short, simple questions. In this fast-paced world of instant gratification, shorter wait times are always a bonus. And oftentimes, that one simple answer can complete the sale.

### **Reduce or Eliminate Barriers**

Some people just seem to be natural worriers. These worries can keep potential customers from becoming actual customers. Through its quick response time, live chat can answer questions faster. This helps to ease their minds of concerns and doubt that could potentially keep them from buying your product or services.

What's more important to your business strategy than this? Reducing or eliminating barriers to purchase. The result is an increase in sales.

### **Keep Your Competitive Edge**

Adding live chat to your customer service will keep you competitive as this approach continues to grow. Some businesses that are using this strategy are receiving fantastic feedback.

## **Customer Service Training**

Make sure you invest in some solid training for your customer service representatives. Be sure to cover the following topics:

- Frequently asked questions and prepared responses
- The details of all your products and services, and your website navigation
- Interaction that is human, not scripted, or robotic
- Troubleshooting steps to the most common issues
- Education on high traffic periods and multiple chats

## **Quality Customer Service Through Live Chat**

Customer service is arguably the backbone of any business. Yes, the product is important. And your experience is important. But service is a vital element of any company.