

Digital Customer Service

Do you know what Live Chat is?

I ask that question, because a lot of people have different ideas and views around what live chat is.

Live chat is a piece of code that creates a chat widget, usually appears at the bottom right of a website. Branded to your colours and has your logo on it. Usually, a photo of the advisor or an infographic, recently there have been some creative ways to grab customers attention to chat, as businesses implement their brand within the widget 'live chat button'.

Charlotte Tilburys live chat service greet you with a "Darling, how can we help you today" so on Brand!

Live Chat is a fantastic customer service tool for your website. I have found using live advisors to manage it is the key to success I will explain.

A good live chat operation equates to a customer service team on your website, providing visitors with a chance to ask a question or order your product in real time. Imagine you are on a website and want information around a bottle of wine or how easy is it to open. The information may be on the website, you may be unsure of where to find it, or you may not have the time to go through all the information. Having a live chat advisor ready to answer your questions means you get an immediate response, and most likely an order!

Your customers will bounce off your site within seconds if they do not get what they need straightaway.

Having Multi-channel options (Live Chat, WhatsApp or Messenger) and the right Tech Stack for your operation, gives your customers a chance to self-serve, or to chat with live advisors, whether they are on a bus or at home cooking dinner, they will thank you for it.

Of consumers who visit a website 72% expect to see live chat on there, and 54% of those expect an immediate response.

Live chat software is easy to implement, however, managing and resourcing it has proved challenging for some companies, in fact 21% of chats go unanswered. I am told of horror stories of customers in a loop or not answered, and digital managers who have said "we got so busy with live chat we had to turn it off!"

Setting up live chat there are various things you need to consider:

Operational hours for live chat - Team size/Manager – Are you a 24/7 or business hour operation, who will man it, have you got their buy in? what research have you done to understand if these are the right hours for your company.

Develop the right live chat workflow to include all areas within the business. It is not a stand-alone service. Live Chat works best as a holistic solution where the business as, a whole, can understand the benefit of it as a service.

Employ the right people

Advisors who are ready to give instant responses, equipped with the mindset and implications of being “instant” it helps to provide the right tools to support this e.g. A knowledge base or playbook. They will be more successful knowing where to get this information or who they need to transfer through to?

Who updates this information? good customer service means empowering your advisors giving someone in the team responsibility for updating these tools can benefit everyone.

Strategically live chat is supporting you to build a resilient business, capturing lead gen, customer experience data, reducing labour costs, and making customers feel valued with over and above customer service experiences.

Good customer service puts money in the till, customers will return again and again for your services or product if they have felt important to you.

That's Live Chat folks!

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