

# 5 Secrets to Killin' It with Live Chat



## Overview

In a world of competitors with similar products and prices, the customer experience can make or break a sale. Retailers have this figured out. Places like Nordstrom work diligently to create and provide a customer experience that will encourage customers to choose them over another department store. They not only make the sale; they create loyal customers. On the other hand, websites can feel like empty stores. Without a well-maintained live chat function, potential customers are left to explore a website on their own, fill out a lifeless form, and then wait an unspecified amount of time to hear from a human. ChatFunnels works specifically with B2B businesses to help them optimize their use of chat bots and live chat for sales, marketing and customer success. After all, **63% of customers were more likely to return** to a website that offers live chat (Source: Emarketer). Here are five things you can do to move your SDR team into the top 10% of performers for live chat.

## Result

Studies show that just having live chat available leads to a **48% increase in revenue** per chat hour and a **40% conversion rate**. What kind of increases could optimization bring? Let's get into it! (Source: Forrester)



### SALES MANAGERS

1. Set high standards and expectation for your team
2. Track the metrics
3. Give your team at bats to improve their performance



### SALES REPS

1. Get to those chats fast
2. Be a human!



# 1

## Set high standards and expectations for your team

**At 73%, live chat has the highest satisfaction levels** for any customer service channel, compared with 61% for email and 44% for phone. (Source: Econsultancy) This is mainly because customers expect that live chat will have the quickest response time out of those channels. With the expectation in place, the bar is high for your team to respond quickly. Hold them to it.

- Someone engaging in live chat is like a raised hand; don't leave them unattended!
- Aim to hit an average response time of under 1 minute. This will put your team in the top 10% response time. A report found that 1 in 5 customers is willing to stop using a product or service for slow response times via online chat. (Source: Forrester)
- If you respond to people in under a minute, you have an **85% better chance** of having a productive conversation with them than if you wait even 1 to 2 minutes

# 2

## Track the metrics

Sales reps are competitive. Let them know you're tracking how well they perform on live chat and they'll rise to the occasion. ChatFunnels does this for clients by implementing a weekly scorecard.

- The scorecard tracks a few things for each SDR including: average response time and amount of emails captured
- After a few weeks of tracking metrics through scorecards, ChatFunnels observed the following results:
  - Response time decreased by 32%
  - Emails captured increased by 26%
- These improved metrics are the result of trainings involving best practices for live chat as well as letting reps know they'll be measured and evaluated



# 3

## Give your team at bats

What do Rome and Arnold Schwarzenegger have in common? Neither were built in a day. SDRs need opportunities to engage with customers via live chat in order to become the Schwarzeneggers of live chat. A successful live chat isn't rocket science, but like anything, it takes some practice to get good.

- Dedicate one or two reps specifically to live chat in shifts so everyone has a designated time to make live chats the priority
- Certain pages are more effective for live chat than others, like the pricing or product pages. Let reps know that they'll get a chance to field those more lucrative live chats based on overall live chat performance. Update who handles which chats weekly or monthly

# 4

## Make fast response times your number 1 priority

Even if it's a customer support request, respond quickly to keep your averages low and to provide a positive customer experience.

- Never miss a chat by downloading the live chat service to your phone and setting up a notification system that will work for you so you can respond quickly to any chat request





# 5

## Be a human!

Customers want quick and helpful responses, but they also want to talk to real people, not a bot. Remember that live chat is much better than cold calling since the people you're engaging with have already shown at least a little bit of interest in the product. Be excited and let that excitement come across in the chat!

- Be funny and keep responses short, break up long responses into smaller chunks
- Answer the question they ask, don't just go straight for the email
- Use the data enrichment that comes with a lot of live chat to connect with the customer over where they live, where they work, etc.
- Think of chat responses more like a text message instead of an email

## Summary

Live chat has proven to be a crucial part of the customer experience. It lets the customer be in control of how much help they need and when they access that help. The modern customer has high expectations for customer service, making it essential to optimize your live chat practices. Keep those response times down, take time to practice, and be a human! Then watch those conversion rates skyrocket. Happy selling!

