# THE
# LIVE CHAT
# REVOLUTION

BOOST
YOUR
BUSINESS

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Your customers are increasingly

ANTISOCIAL,
IMPATIENT,
DISLOYAL and
HARDER TO RETAIN

than ever before.

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YOU ARE
NOT ALONE.

With every shift comes
OPPORTUNITY.

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This paper outlines how and why **LIVE CHAT** is the

# BIGGEST OPPORTUNITY

you'll have to grow your business this year, and why we think...

...a website without **LIVE CHAT**
is like a shop without an assistant.

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In 3 years' time, we'll all say:

" REMEMBER WHEN WEBSITES
DIDN'T HAVE **LIVE CHAT?** "

Simply having a website is no longer enough. Live Chat adoption by SMEs is set to grow by **87%** in the next two years. Customers expect a richer experience with the ability to contact you on their terms, whenever and however. It's this consumer expectation which is driving Live Chat growth. Businesses who get it right gain a key differentiator against competitors who don't, and benefit from **increased website conversion** and **happier, more loyal customers**.

More than
**30%**
of customers expect
to see Live Chat on
websites.

Estimated growth of Live Chat amongst small businesses.



Millions

6
5
4
3
2
1
0

2017   2018   2019   2020   2021   2022
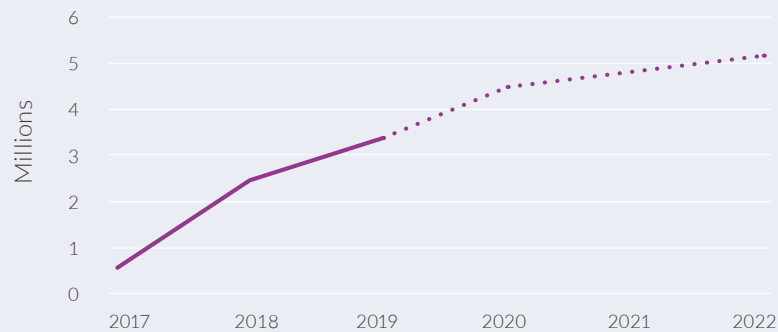
UK businesses
with Live Chat

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# LIVE CHAT IS THE FASTEST WAY TO:

+ **INCREASE**
website conversion

+ **MAXIMISE**
marketing investment

+ **IMPROVE**
ROI

and your
customers will
**LOVE IT**

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# WE KNOW IT'S GROWING. SO, WHAT IMPACT WILL LIVE CHAT HAVE FOR YOU?

By offering your website visitors the opportunity to speak to you exactly when they want to, and in a way that is convenient to them, you will dramatically increase your **website conversion rate**. Add in the impact of using the proactive chat feature (the term for when the chat window nudges a user to engage, rather than waiting for them to click) and you will quickly see that more and more website visitors will change from 'casual browser' to actual lead.

Live Chat increases website conversion by

## 49%

Chat on an ecommerce site increases purchases by 35%. That's no surprise when you think that **57% of customers will abandon a purchase** if they can't get questions answered quickly. An **immediate response** will reduce these abandonment rates and increase your sales.

Live Chat increases online purchases by

## 35%

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# IT IS NOT JUST 9 TO 5

The notion of 'normal business hours' is an increasingly outdated one. **Expectations are changing**, and the businesses who tune into this trend are reaping the results. In our experience of managing both chats and calls for businesses, customers are far more likely to chat after hours than they are to call. Over a third of chats occur outside of the standard working day, for calls this is more like **10%**. Those businesses facilitating extended hours, or even 24/7 see big uplifts in the number of enquiries and often the quality at those times is better too.
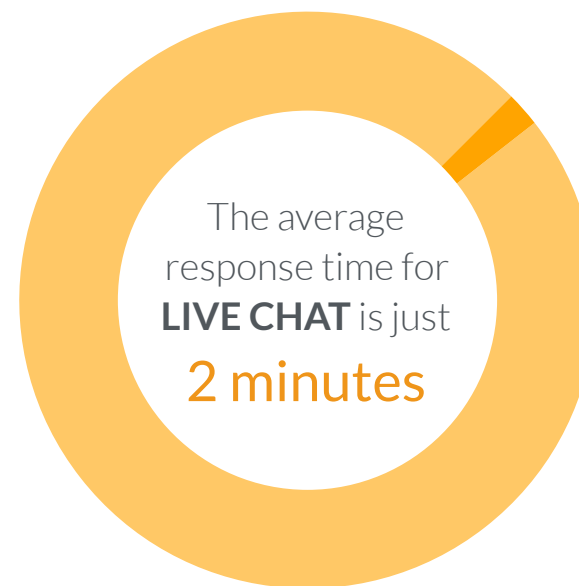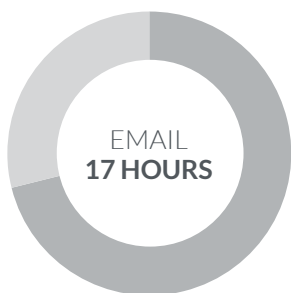
## 37%
of chats occur outside standard business hours

## More than 15%
of chats occur at weekends

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# LIVE CHAT IS ABOUT BEING RESPONSIVE.

It's IMMEDIATE and fulfils our desire for INSTANT GRATIFICATION.

Based on average response times for different customer service communication tools, Live Chat sets itself apart.

EMAIL
17 HOURS

SOCIAL MEDIA
10 HOURS

PHONE
2 HOURS

The average response time for **LIVE CHAT** is just

2 minutes

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And yet, so many businesses
think **LIVE CHAT** is **NOT** for them.

# WHY?

# THEY THINK
# NO ONE
# WILL USE IT

Some incorrectly believe it's an underused communication tool – in reality **42% of people** regularly choose Live Chat over other methods of communication.

Live Chat has the highest satisfaction levels of any customer service channel at

## 73%

# THEY THINK IT IS
# TECHNICAL
## & TOO COMPLEX TO USE

**Wrong** – all you need is a website. The job of getting the actual software on there takes five minutes and is as simple as **copy and paste**.

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THEY THINK THEIR BUSINESS IS

# TOO SMALL

Bigger businesses did lead the way with Live Chat, as they do with most emerging trends. However, it's SMEs who can benefit the most from Live Chat by differentiating themselves from the competition. Volume of website traffic is irrelevant, it's **the value of a website visitor** which should be the focus for smaller businesses.

Visitors who engage with Live Chat are worth

## 4.5x
more

THEY THINK IT
IS DOWN TO THEM TO
# MAN LIVE CHAT
24 HOURS A DAY

**It's not.** You control when Live Chat appears on your site: if you're not online to manage chats, the chat window will disappear. Additionally, an increasing number of businesses are outsourcing the management of their chats. Providers like Moneypenny offer overflow support, giving businesses flexibility to chat when they can, and outsource the rest.

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# REAL EXPERIENCES.
# REAL SUCCESS.

**SMALL BUSINESS**

## WEDDING PHOTOGRAPHER

We added Live Chat to our site because we wanted to capture those who were 'just looking'. Brides and grooms do lots of research before making any bookings and the wedding industry is so competitive that it's extremely difficult to differentiate yourself from the other 10 they might have looked at that night. By speaking to them exactly when they're searching, I can build a relationship and make sure I'm their preferred option. My booking numbers have gone up by 20% this month already.

**20% INCREASE IN BOOKINGS**
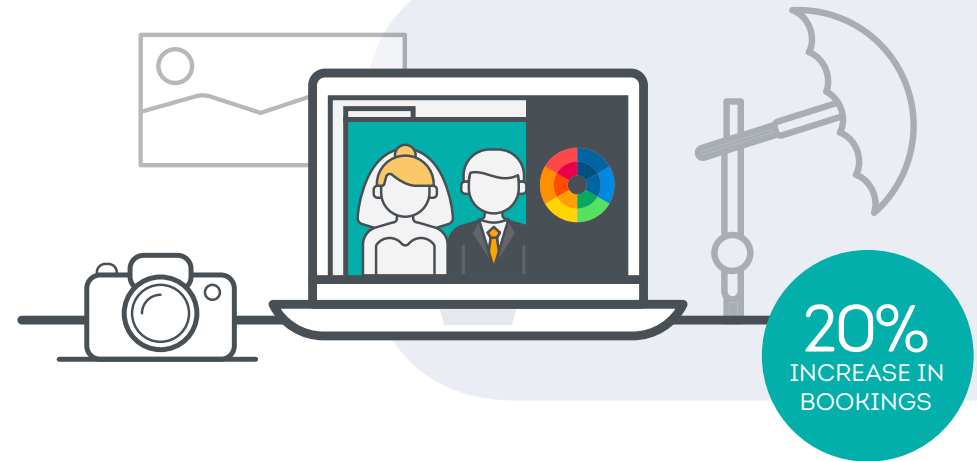
**£129 CHAT VALUE**

## CLOTHING BOUTIQUE

One of our customers was looking to buy a jacket they'd seen online but it was out of stock. They called us to see if we could get one from somewhere else but the line was busy. Luckily they started a live chat with us and we were able to pre-order it for them – resulting in an order worth £129 that we would have otherwise missed out on.

**SMALL BUSINESS**

£129.00

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# REAL EXPERIENCES.
# REAL SUCCESS.

**MEDIUM BUSINESS**

## MARKETING AGENCY

We have outsourced Live Chat on our own site and also regularly install it on client sites. We've seen a huge difference in the conversion rate of sites we manage that have Live Chat, compared to those who don't. Using Live Chat to engage with all of our website visitors helps us to draw out pitch requests from so many more browsers than we'd ever get with just a contact form.

**BETTER WEBSITE CONVERSION**

**CHALLENGE COMPETITORS**

**LARGE BUSINESS**

## ESTATE AGENT

The big 'DIY' online agents have changed the landscape we work in and we have to do everything we can to keep up. By adding Live Chat to our website, we can compete by engaging those 'casual website browsers' and, when they are considering us, build a relationship with them to get that all-important first enquiry.

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# LIVE CHAT SOLUTIONS
## FOR ALL NEEDS (AND BUDGETS).

|  | PURE CHAT | ZENDESK | moneypenny |
|---|---|---|---|
|  | **FREE SOFTWARE** | **PAYG SOFTWARE ONLY** | **SOFTWARE AND PEOPLE OVERFLOW** |
| **PRICING** | Free for basic option. | Monthly cost per user. | Monthly subscription for the software and then you pay for any chats agents start on your behalf. |
| **WHAT'S GOOD?** | It's free! | Some customisation options and reporting. | Someone's trained to chat and responds when you're busy or unavailable. |
| **WATCH OUT FOR** | This type of software often comes with conditions – limited chats, little control over what it looks like, strict terms and conditions etc. | Hidden charges can sometimes make a seemingly low cost package unexpectedly higher. | You'll need to keep the outsourced team up to date in the same way you do with your own staff. |

Trustpilot

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# LIVE CHAT LINGO 101

**Shortcuts** (aka canned responses): suggested responses based on questions being asked. They save agents' from having to repeat themselves. Set these for you, your staff and anyone you choose to outsource chats to.

**Pre-chat survey**: this lets you get a chatter's details before you speak to them. You might use it to ask questions to make sure they chat to the right person, or to get an account number, email address or phone number – the world is your oyster.

**Code**: this is just a piece of information that makes Live Chat appear on your website. You'll be given the code by your Live Chat provider, and it's a 5-minute job for you or your website host to copy and paste.

**Proactive chat**: this is where a chat window pops up, rather than waiting for a user to click on it. It can be used as a way of nudging your visitors to invite them to chat. You can do this manually or automatically on specific pages, sections or based on what the visitor has done on your website already.

**Tags**: these are used to categorise chats e.g. a new enquiry, information request, existing customer query. These will allow you, your staff and anyone working on an outsourced basis to email any chat information to anyone who might need to see it. Whether it's a customer query being sent to an engineer, an invoice question going to an accounts clerk or even just a 'tell Amy I say happy birthday' from a regular customer – you can send it over to the right person at a click of a button.

**Agents**: the people handling chats; this could be you, your employees or a third party.

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# THE NEXT STEPS...
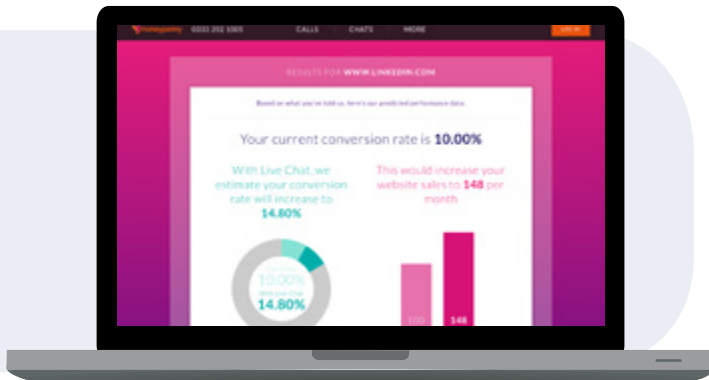


## SEE FOR YOURSELF

Pop your web traffic into our calculator to find out in less than 30 seconds what Live Chat will do for your business.

*Alice, Moneypenny Receptionist.*

## TRY MONEYPENNY FREE

We'll give you the software and all the support you need; you'll be up and running in no time. Whether you want to look after some chats yourself, or Moneypenny PAs to work their magic on your behalf, chat to us or call us on **0333 202 1005.**

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