



## 7 Surefire Ways to Attract 20% More Customers with Live Chat

Thousands of organizations use SnapEngage to attract more customers... 20% more on average! Here are some of the amazing ways they have done it.

### 1. Turbo charge your conversion page

When visitors pause at the signup page or checkout page, they usually still have questions on their mind. How do we get them what they need quickly so they can complete their signup or order?...

Setup a proactive chat, specific to that conversion page, to launch after 45-60 seconds with a message that says "May I answer any questions before you checkout/signup?" This enables them to say "yes", get their answer quickly, and finish the signup/checkout.

### 2. Make your site more human and trustworthy

Websites feel so corporate these days... no personality, no one HUMAN to trust, we feel like we are being served by machines that we don't know if we can trust. If we don't trust, we don't buy...

Use real pictures of your agents in your chat windows. It makes you more REAL, more friendly, and therefore more trustworthy. More trust equals more customers. Companies have seen their chats double and therefore conversions increase as a result of using real human faces on the chat windows.

### 3. Add POW! to your live chats with phone access

We have a customer who sells mattresses online. They know they can sell more when they get their customers on the phone. They discovered that live chat is a great conversation starter that often leads to call, which leads to more sales...

Make calling easier by turning on the "Call-Me" button in your live chat window. The beauty of this is the customer gets to decide to take the relationship deeper by having a phone conversation. AND they get to do it easier by just clicking a button to call your agent (instead of dialing a number and painfully navigating a phone tree).

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### **4. “Show and tell” them into more conversions**

When customers are on your site and can't find the answers to their questions, they get frustrated, and leave. And sometimes text-only chat isn't enough to make an answer easy. Make it super-simple for your customers to find what they need with “co-browsing”...

Instead of trying to explain to your visitor where to go on your site, use “co-browsing” to send their browser to the page that “shows” them the answer to their question. Ecommerce sites love this because they can send their customer directly to the product their customer is looking for.

### **5. Create a more personalized experience**

The more we can personalize our interaction with a customer the more they like and trust us. So how can we possibly know more about our site visitor you may ask? 2 easy ways...

a. Integrate with your CRM so the live chat can automatically pull up your notes, history, and more on your existing prospects and customers. This will blow their minds when you are able to communicate that you know their history instantly.

b. Use the personalized data provided by some live chat software that automatically identifies a customer's location, Facebook, LinkedIn & Twitter profile, and even the current weather where they are located. By using this information in a conversational way, it makes having that friendly connection even easier.

### **6. Look like a million bucks**

Using a generic looking service feels cold and impersonal to your visitors, by having your live chat form embody the look and feel and personality of your site/brand, it's an opportunity to be more memorable which will lead to more trust and more sales.

Make sure to fully customize your chat form to your colors, logo, and design. It makes a major perception difference for customers to see and feel the consistency throughout your site. SnapEngage will do this for you for free.

### **7. The more you tell, the more you sell**

The more information you can provide to a customer about their specific question, the easier it is for them to make a decision to go with your product or service. It shows you care enough to take the time to go into more detail for them and it resolves their hesitation.

Use shortcuts to automate this on the more common questions. With just a keystroke like “/price” your agents can auto-insert a well-written, friendly, engaging paragraph to answer their question. It also ensures that your agents are answering questions perfectly every time.

#### **About SnapEngage**

We created our live chat software with the unique focus of turning visitors into customers and customers into raving fans. We do this by adding features that create better engagement (hence the name SnapEngage) and by providing tools (like this Best Practice guide) that can help our community of 2,000 customers thrive through better engagement.

If you found success with these best practices or have others to share, PLEASE do!...  
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