

# The fundamentals of live chat

Get closer to your customers, reduce churn, and close more sales by understanding how live chat can work for you.



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You're probably here because you're considering whether or not you should add live chat to your website. Or perhaps you've just added live chat, for free, and want some tips to make the best of it.

With 53% of customers now saying that they are more likely to buy from a business they can message, and with the opportunities to stand out, get started for free, be more effective, and make more sales live chat has become a no-brainer for millions of small businesses.

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## p04

First, we'll look at the 16 benefits of live chat. If you're still unconvinced that live chat is right for you - start here. Even if you're already well aboard the live-chat train you will find plenty of inspiration for new ways to use live chat in this section.

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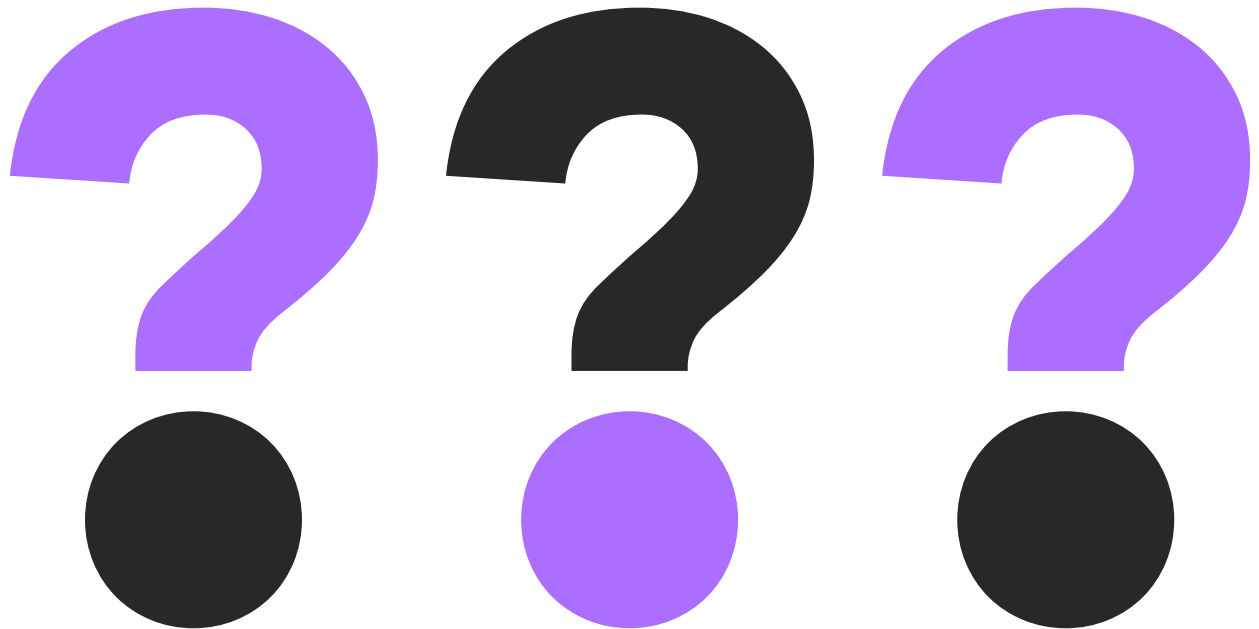
Then, we'll dive into the most important features of any live chat product. If you're comparing live chat plans and products this article is key reading. We'll outline the features that any team should look out for to ensure the best experience for their team and their customers. Remember you can start with our live chat plan, for free, which we think makes it a pretty good place to begin.

## p23

And finally, we get practical and show you how to set up chat prompts for better conversion rates and happier, more engaged, customers. This is a play-along article so make sure you have your live chat tool open in your browser, or get ours for free to follow along with the tutorial.

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# The 16 benefits of live chat





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## The benefits of live chat are wide reaching and can have a great impact on unexpected areas of your business.

You probably already know that one of the biggest benefits of live chat is that it allows you to talk directly to your customers in real-time. Pretty much what it says on the tin.

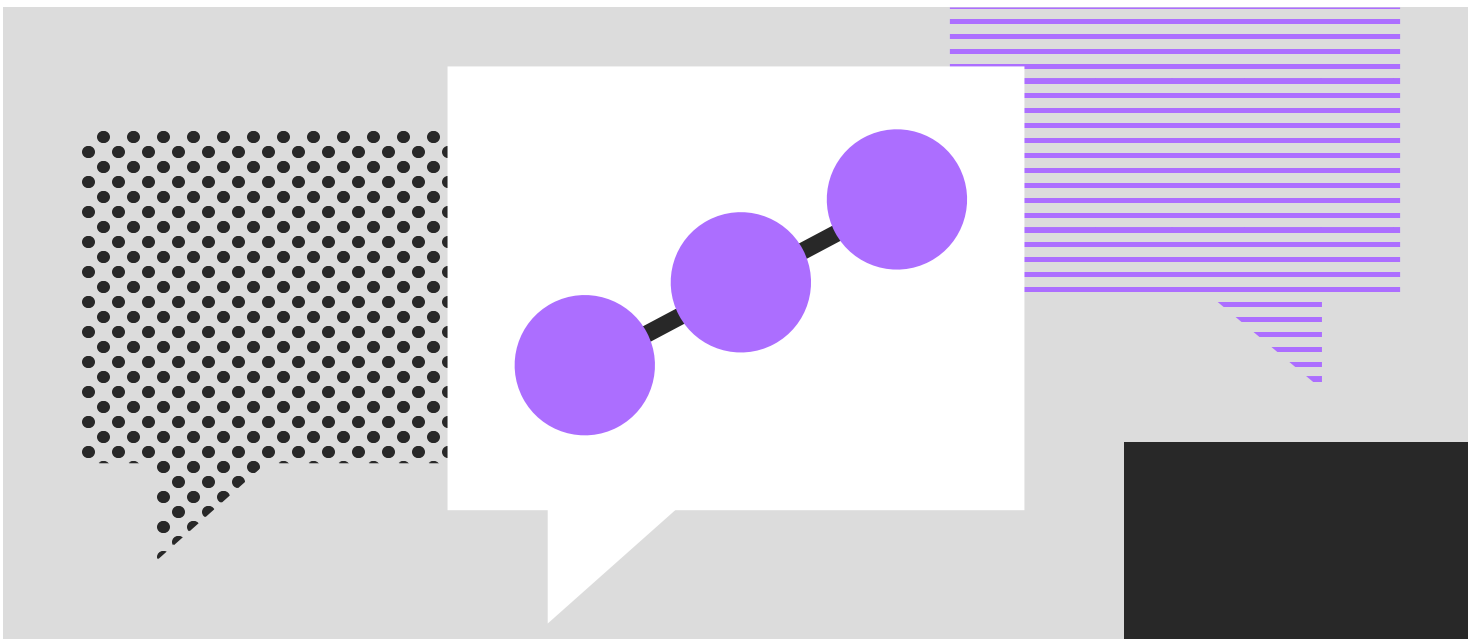
However, we often put live chat in a box. We think of it as something that is specifically for customer service and consumer products. This is a huge underestimation of the uses and benefits of live chat. We believe there are many businesses who would see great returns on their investment in live chat software

who aren't yet utilising this simple and effective tool.

Live chat is quickly becoming an expectation for B2C brands and their customers. But for B2B businesses, there is still some resistance in adopting this growing channel.

This guide will help you determine the risk vs reward for your business. We based this on Bain's B2B elements of value pyramid as a way to get a holistic view on the ROI of live chat for your business.

## Your sales and support teams will be more productive



A common misconception of live chat is that it will take up a huge amount of time and that it will be complex to manage. The reality is that live chat is a flexible tool that you can use to suit your own needs. In most cases, teams end up **saving time**.

Live chat is a great way to speed up your sales process by allowing questions to be answered quickly and efficiently. It can help you to address customer

concerns or queries in the moment and replace the endless back and forth of email chains. Furthermore, we are seeing our customers use live chat in more and more inventive ways. Live chat could improve your feedback process, your content distribution, maximise your email sign-ups, or boost webinar attendance

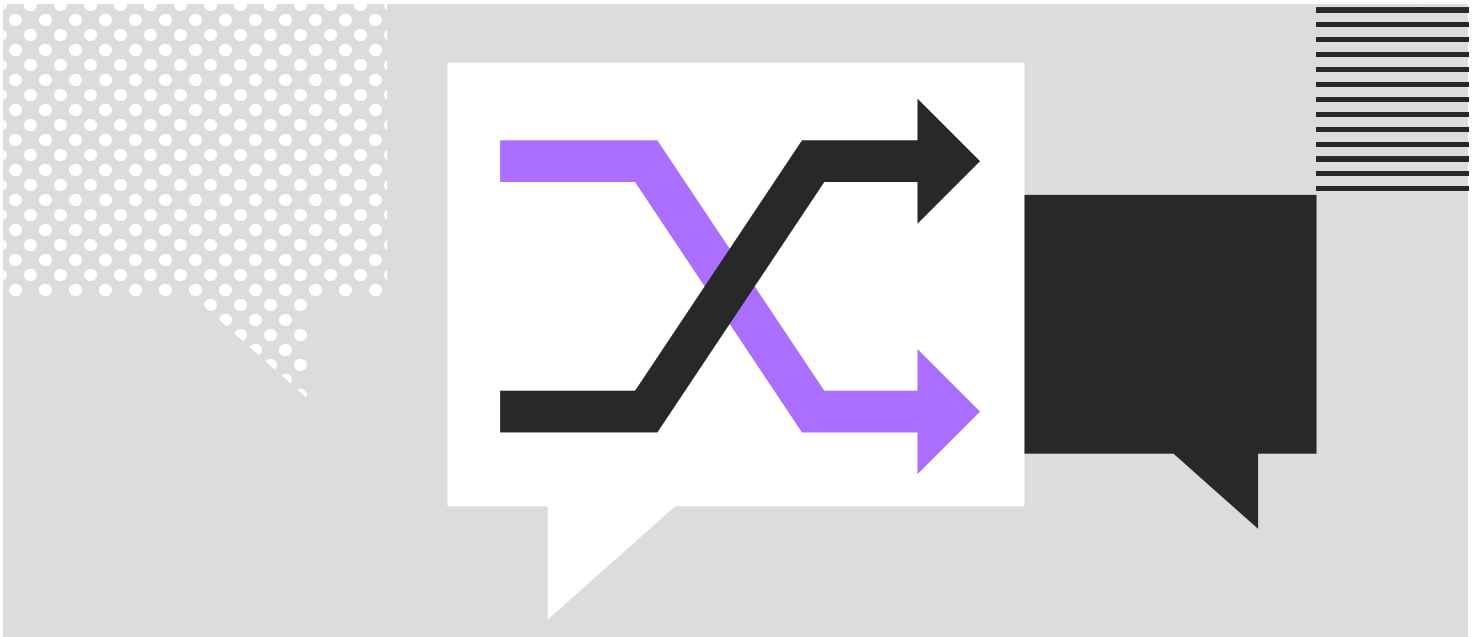
In addition to this, most live chat solutions are easy to understand and quick

to get to grips with. Many teams easily distribute the work amongst the team members already handling these tasks on other platforms, seeing it as an additional tool rather than an additional task. We see teams taking many different approaches

to managing live chat. Sometimes this is through using tools to set their 'opening hours'. Sometimes it's through team organisation. We do all-hands live chat. Maybe that would work for you too.

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## You'll be more responsive to customers



Agility is something that we all look for in our businesses. Being able to react quickly and change direction to better serve the team and boost the company's growth is hugely important. Yet, we rarely talk about the importance of being agile and quick to respond in regards to our customers.

In this hyper-speed world, we know that 79% of people won't return to a website again if it is too slow or is difficult to use. Not being able to find an answer to your question on a website is a common problem we've all experienced. Live chat

provides a simple solution to that.

A great benefit of live chat is that it gives you the opportunity to be responsive to your prospects and customer's pain points and questions the moment they occur. This speed and knowledge combine to help you become a more customer-centric company.

Real-time responses to problems aren't the only example in which speed matters. There's also a huge amount to be said for being available in real-time when selling to new customers.

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## Your customers can access you more easily

A big benefit of live chat is the direct and unfiltered access to your customers and prospects. By having the Live Chat widget in the corner of your webpage, or even by using live chat prompts to encourage conversations, you open up the door to

your customers.

The feedback we receive over live chat is invaluable in developing our messaging and product offering. You get to hear the good and bad of your customer's experiences. The good gives us all a nice

boost during the day. And the bad allows us to be quick to respond and change according to our customer's needs.

Secondly, having live chat on your site helps to account for the different ways your customers like to communicate.

42% of people report that live chat is their preferred method of communicating with a business. In some situations, there is no replacement for getting on the phone or meeting face to face. In fact, knowing

when to move a conversation off live chat and onto another platform is part of applying best practice. However, you are likely to have many customers who don't want to chat to someone on the phone, and who certainly don't want to wait for an email response or send a letter in the post...

A key benefit of the live chat option is giving your customers an easy and quick way to get hold of you.

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## You'll grow your business faster



Live chat has proven to benefit sales teams by reducing their lead to close times, helping them to better understand prospects, and capture leads from all corners of a website.

There are plenty of different live chat tools out there. All at different price points and with different features, including our own, the GoSquared Assistant. Plans for live chat software are often reasonably priced and are great value for money when you do the maths.

Especially when using live chat for sales you are able to calculate a direct return on the cost of your plan. Consider

how much a single one of your customers is worth to you over the course of the year, and how much your live chat plan costs. Every business will be different as the exact ROI will depend on your chosen plan and on the price point of your product. To give a real-life example – Intuit added live chat to their site and soon after saw a 211% increase in sales.

To put some data behind this, the American Marketing Association reported on a 305% ROI when using live chat for sales and that implementation of live chat increases conversion by 20%.



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## Your use of live chat signifies your culture and brand



With ever-increasing choices our customers are becoming wiser to brand values than ever before. It might not seem like this is immediately relevant, but remember that every single thing you do is your brand.

A brand doesn't exist in a vacuum where it has been planned and curated. It is your reputation at every single customer touchpoint. A customer-centric company needs to be listening to their customers. Live chat provides a platform for these

interactions to happen. A platform that your customers want, and that is easy, and quick for you to implement.

With reports showing that 92% have a good experience with live chat, higher than any other form of communication, providing this option seems like an easy choice. If you are focused on great customer service and a culture that priorities customer happiness – this is a no brainer.

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## Deliver your team's expertise directly to customers

In order to stand out in a competitive market, it's important to demonstrate the expertise of your team.

Through live chat your team are able to send through links to useful resources and documents straight away. These resources that you likely already have become far more valuable when they can be handed to a customer at the perfect time. Live chat continues to act in the background (or corner) of whatever your customer is already doing enabling them to switch between looking at your advice and fixing their problem. This gives you

the opportunity to be there with your customer as they solve these issues or find the answers to their questions.

Nothing gets missed and the problem definitely gets solved. Compare this to filling out a contact form and finding out that, after waiting 2 days for your reply, the question wasn't fully answered.

With live chat you have the opportunity to stay in touch with the customer until you are sure their issue or question has been resolved. There is also the option for another team member to 'jump on' to the live chat system and help out a customer

with a particularly tricky or technical problem. This immediate and expert assistance reassures your customers that

your company is the right place for their business. Imagine the difference this can make in reducing your churn rates.

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## Live chat will help you improve the quality of your products

Often upgrading your product or service requires weeks of research, planning, executing, and evaluating. Adding live chat to your site is a quick way to upgrade your offering without much effort. One of the benefits of live chat is that in itself it's a value add to your product.

You are able to promote the variety of ways customers can get in touch. You can promote how you are an always contactable team, and elevate the service you provide to your customers on a daily

basis. These real-time responses are a standout point of difference to many of your competitors and help your customers get more value from your product.

Keep in mind that many live chat providers are plug-in-and-play. Many offerings these days integrate with multiple platforms so your customers won't see any weird glitches in your service. You won't have to take your site offline at any point to implement the changes.

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## Live chat helps you become more innovative



A crucial element of value for companies of every size is their ability to innovate. If they aren't already, your customers will soon be asking why you don't have live chat. IBM predicts that by 2020 85% of customer queries will be handled without any human interaction.

By proactively integrating a live chat option to your site now you'll begin to benefit from the software sooner seeing lifts in your conversion rate, reduction in

churn, and happier, more loyal customers. You might not be the first in your industry to adopt live chat but you certainly don't want to be the last.

Additionally, there are plenty of ways your company can become industry leading in the use of this technology. We are always witnessing innovative and experimental ways that customers use our own software to boost their brand presence, close more deals, or better serve their customers.

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## Your organisation will be more transparent

With data security and transparency still at the forefront of all of our minds, this is a point not to be overlooked.

All chats are saved within the system. These records help you to personalise your service in real-time. But they also provide transparency to customer interactions. This secure environment is beneficial to your customer and your team.

A searchable and segmentable record of all the live chat conversations is a goldmine for your sales, product, and customer service teams. Salespeople can learn from best practice of others, test out different approaches, and enjoy quick, efficient

lead-to-close times. For customer service teams they get access to an easy to use platform for conversing with teams and are easily able to escalate issues and delegate problems to the most relevant person. Finally, our product teams can take advantage of all the customer insight coming out of live chat conversations. We use our live chat records to plan product upgrades by seeing what the most in-demand requests are.

As an added bonus you can tailor customer service and sales training by using real-life examples from your records in the syllabus.

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## You can simplify your communication

Efficiency and productivity used to be buzzwords reserved for manufacturing and production. Not anymore. It's hard to get through the first 20 posts on a feed without seeing a promotion for the latest productivity hack.

Sometimes it's just a quick question and your customer doesn't want to be on the phone for ages making awkward small talk. Your customers and visitors are doing 10 other things at the same time.

Take down another barrier and allow

them to easily get in touch with your team through live chat. By opening up this channel of quick communication you will save both your customer's time and your own.

There are plenty of situations where a longer conversation or a face to face meeting is necessary. But for all those other times, make it as simple as possible for your prospects and customers to get in and out and back to their day. They'll thank you for it.

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## Reduced time to solve customer problems

Live chat can be useful as a back-up to any alerts you have set up for product downtime. Your customers will certainly tell you when there are any issues.

The ability to know about problems straight away means a quicker route to getting everything back on track. By reducing the solve time of issues you will gain respect from customers who know that you care about them and their experience of your service. One study

reported that the average solve time over live chat was 43 seconds.

In addition, issues that for a customer seem to be with your service may, in fact, be unique problems related to their account. By having this direct line to the customer, in the context of your product or site, you can establish the scope of the issue and be made aware of any onboarding that might need to take place.

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## You can become more integrated



A key query from some of our B2B customers centres around the integration of live chat to their existing software.

Most live chat software has easy integrations that will not compromise any of your services or product functionality. For example, [our live chat software](#) integrates with Salesforce, Zendesk, Drift, and hundreds more tools.

Not only does live chat software integrate seamlessly into your product it integrates into your customer's way of working. By allowing customers to integrate their communications with your team into their day-to-day in-product actions you are removing one more barrier between them and the value of your product.

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## You'll be far more capable of scaling your support and sales

When your team are handling customer service interactions using live chat – as opposed to on the phone – they can multitask. They can jump between multiple conversations with multiple customers at once, almost effortlessly. And it's not just good for your team, [51% of those who chose live chat as their preferred way of communicating](#) picked this option because it allows them to multitask!

Another benefit of live chat is easy access to customer information when

dealing with a query. This helps your team to sell more effectively and to resolve issues faster.

In addition to your team being able to handle live chat cases in parallel, you may also be able to utilise chatbots and [automation](#) to handle some of the more basic questions you receive from customers. Or automatically direct customers to [helpful resources](#) before a member of the customer service team needs to step in.

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## You'll be able to reduce your customer service costs

If customer service currently involves lengthy email chains, or back-to-back phone conversations with customers, then live chat is guaranteed to help your business become more efficient. In turn, helping you to reduce your costs.

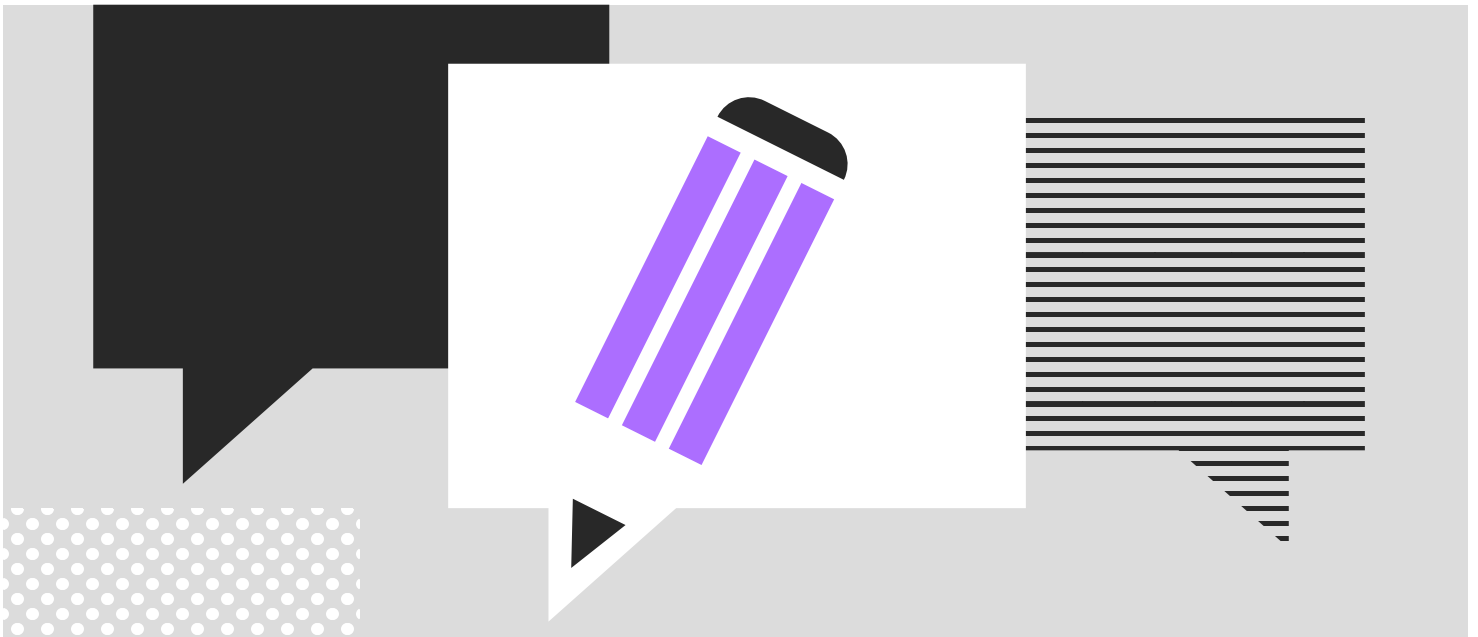
IBM found that businesses spend \$1.3 trillion on 265 billion customer service calls each year. They estimate that 80% of

these calls can be transferred to live chat at hugely reduced costs.

You'll find you can handle more customer service cases faster, with fewer people dedicated to the most common queries. Allowing you to free up resources to focus on more effective, meaningful human-to-human interaction.

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## You'll be able to customise the look and feel of how customers interact with you



Customisation is a powerful tool in creating a reliable environment for your customers. By personalising your interactions using live chat and data capture you build trust and loyalty.

You can use your live chat software in tandem with customer analytics or CRM tools (we have our own, [the Customer Data Hub](#)). This creates a full picture of each and every customer who visits your site

and engages with you on live chat.

Having this rich understanding of each visitor allows you to make reliable, informed and customised recommendations. It enables your team to make pro-active interventions to help a customer get more out of your product or to predict when they might be running into trouble.

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## Live chat helps with every aspect of growth

Building on this rich picture of your customers, live chat brings forward the opportunity to engage in real-time sales and can significantly contribute to your business' growth.

The more detailed a picture of your customer the better you are able to solve their problems and demonstrate how your product could work for them.

Histories created by live chat tools and customer analytics software means you can treat each individual customer differently. This might be through [segmenting by customers at different stages in their journey or by demographic factors](#). The tools allow your sales team to speak to someone in the real-time context

of their visit. Is it their 1st or 10th visit? Are they browsing your blog or your pricing page?

At GoSquared we look at this under the umbrella of Behavioural Qualified Leads. [Check out what score you would get right now](#). What this means is that we can talk to our visitors like humans, just as if we were in a face-to-face meeting and we already had knowledge of their story and their reason for being on our site in the first place. It means we can avoid awkward moments like trying to sell to the wrong person or, perhaps worse, not engaging with someone who is a really great potential customer.

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## It's time to chat



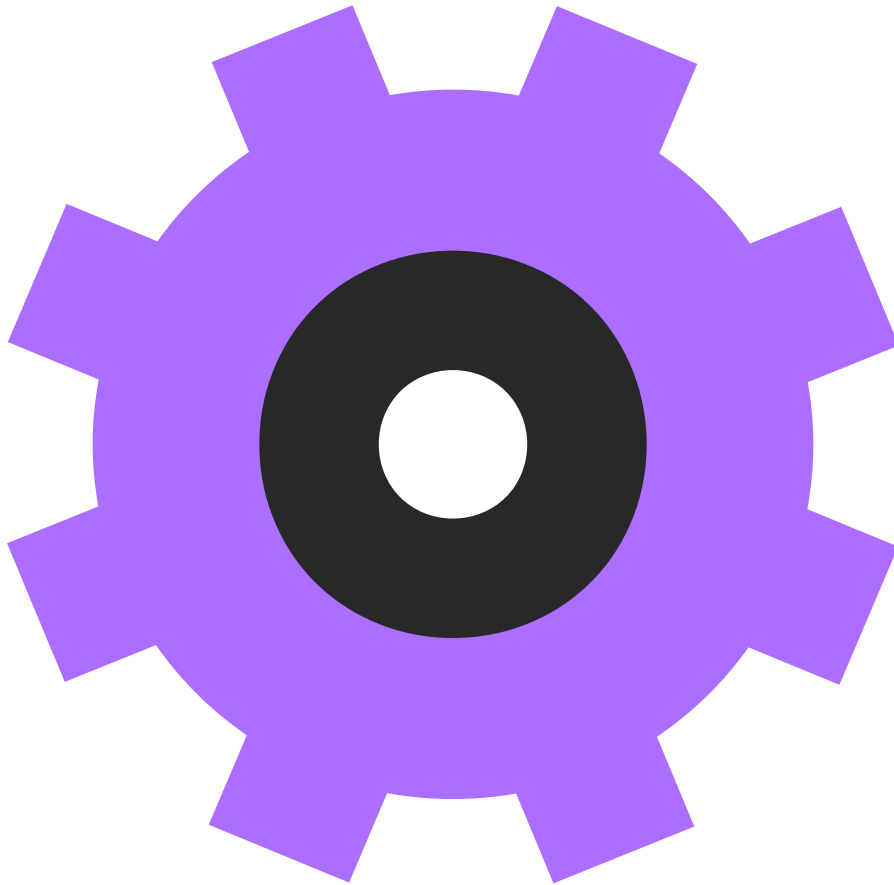
Having a live chat option on your site helps to simplify the customer's experience. It allows your team to utilise a new avenue for conversation, sales, and customer support. Put simply, it serves as a direct line into the heart of your business: your customers.

The pilot cost of implementing live chat to your site is low, and the upsides are high. So whether you're considering [Live Chat](#) for your own website, or you need to convince your management team that this is the right route to move forward with, you can reach out to us, via live chat of course, and see if we can help you out.



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# The best Live Chat Software features for small teams





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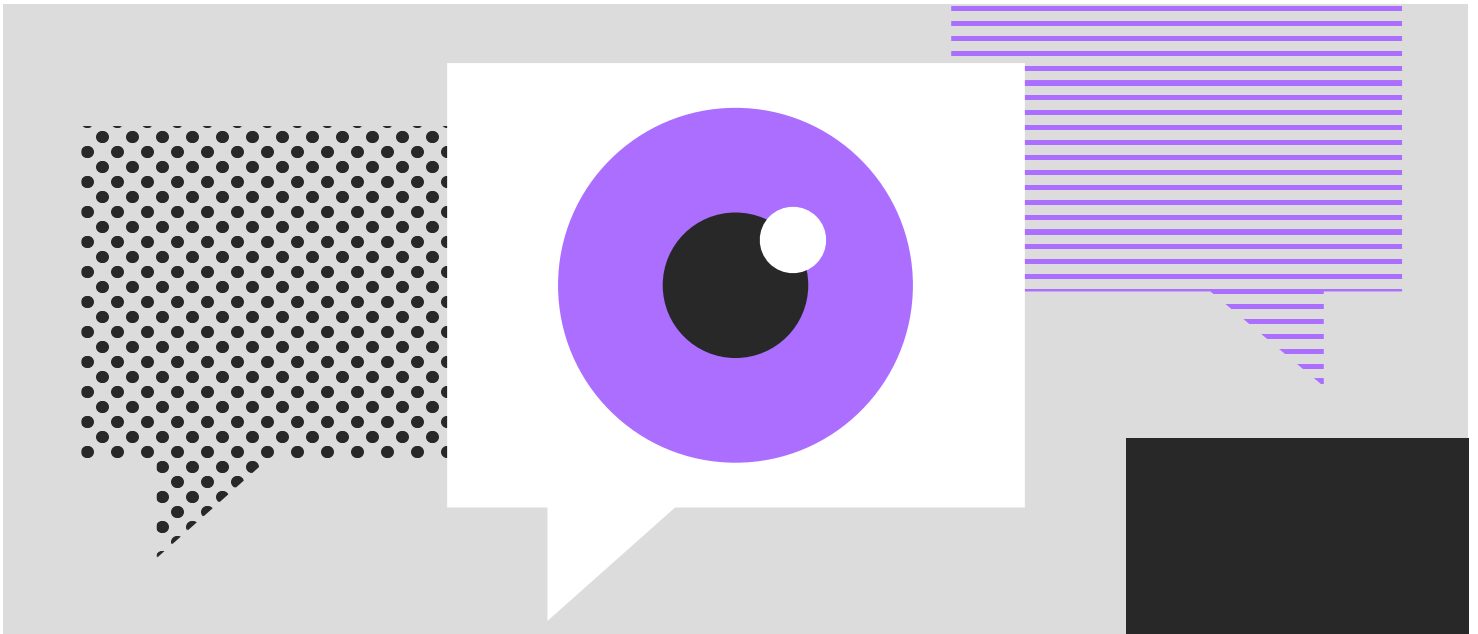
## With so many software options on the market, it's important to know what key features impact the customer experience

The best live chat software helps you communicate with your customers, save time and work together as a team. Especially with smaller teams in cross-functional roles, it's important that team members can serve customers

using [live chat](#) without it eating up their entire day.

So, what should you look for in live chat software? These are the features that positively impact customer experience and team efficiency.

### View website visitor history (the customer journey)



You would never want to walk into an important meeting without the accurate background information you need to participate fully. Similarly, you wouldn't want to engage in a live chat with a potential customer without knowing how they have already interacted with your website, or with other members of your team.

Here are things you might want to know about the website visitors you're engaging with via chat:

- Have they added an item to their shopping cart?

- Have they viewed your [SaaS pricing](#)?
- Is this their first time on your site?
- Have they been on your website more than 3 times in the previous month?

When your live chat software includes website visitor history on your site then you can better understand where the person is in their customer journey, and provide better service.

**Quick Tip: our [Live Chat](#) has a free plan to get you started, there's nothing to lose and everything to gain by giving it a go.**

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## Add internal notes

Being able to add internal notes is critical, particularly if you're chatting with a prospect who is close to a sale, or if you're handling a customer service issue.

You should be able to quickly and easily add an internal note to any conversation, and your team should be

able to access it instantly when they are logged into your chat platform. That way, if there are any hand-offs between conversations, or the customer leaves your site and returns to the conversation days later, the active team member can pick up where the conversation left off.

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## View which conversations are being handled by other team members

If you plan to have multiple team members logged into your live chat platform at one time, it needs to be clear who is handling what.

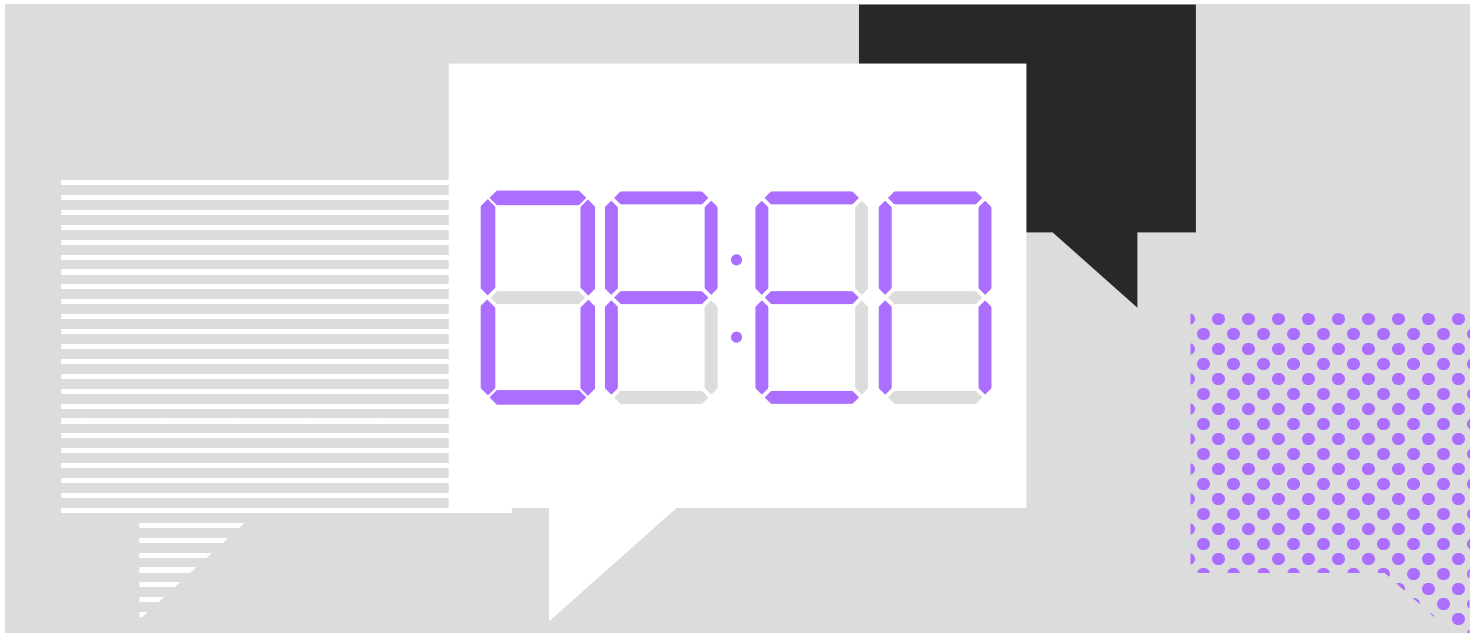
Your software's inbox should show which conversations are actively being handled by other people. For example, our Live Chat product continually updates the inbox in real-time, so you can see when other members of your team are replying

and won't double-up work or confuse the customer.

This is important because you need to know which customers are unattended. Anything in the inbox without an active team member needs to be addressed. Team members can hop in on the right conversations and stay out of conversations that are being taken care of.

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## Set office hours and away messages



The ability to set office hours is a simple but powerful feature. What hours are your team available to chat? Assuming you're not online 24/7, you want to make it clear when you're not live and when you are.

For example, when you're live, if a customer clicks on your chat icon, the

message could say something like, *"Our team is available to help you! We're here Monday – Friday, 8am – 5pm CET."*

But if you're gone, your message can say something like, *"We're not around right now, but we'd love to help. Please ask us anything and we'll get back to you right away."*

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## Syncs with your CRM, so you know more about their account



Just like visitor website history, CRM information can help you better understand and serve the person at the other end of the live chat conversation. While visitor website history can provide what pages they've looked at on your website, and when was the last time they visited your site, it's not going to tell you about the status of their customer account.

You should use [live chat software that includes an insightful CRM](#) or integrates with your CRM so you can know the

standing of a particular customer. Here are some things you can find out with your CRM that might impact how you approach a conversation:

- Whether the person is an existing customer or a known lead
- If they are a customer, how long they have been a customer
- If they haven't been a customer for long, how much they've interacted with the product (for SaaS)

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## Visibility of social profiles and company information

You want as much [GDPR-friendly background information](#) as possible when chatting with customers and prospects, right? Of course you do. In addition to website history and customer status, you might also want to look for a live chat software that includes social profiles and company information. Your tool won't be

able to get this for all website visitors (as some will be anonymous), but whenever possible, knowing who you are talking to can make a huge difference for B2B teams.

**Get started with our [free Live Chat plan](#) in just a few clicks.**

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## Access to chat transcripts

Automatically generating chat transcripts is more than cool, it's important for great customer service and training.

Here are some things you might want to do with chat transcripts:

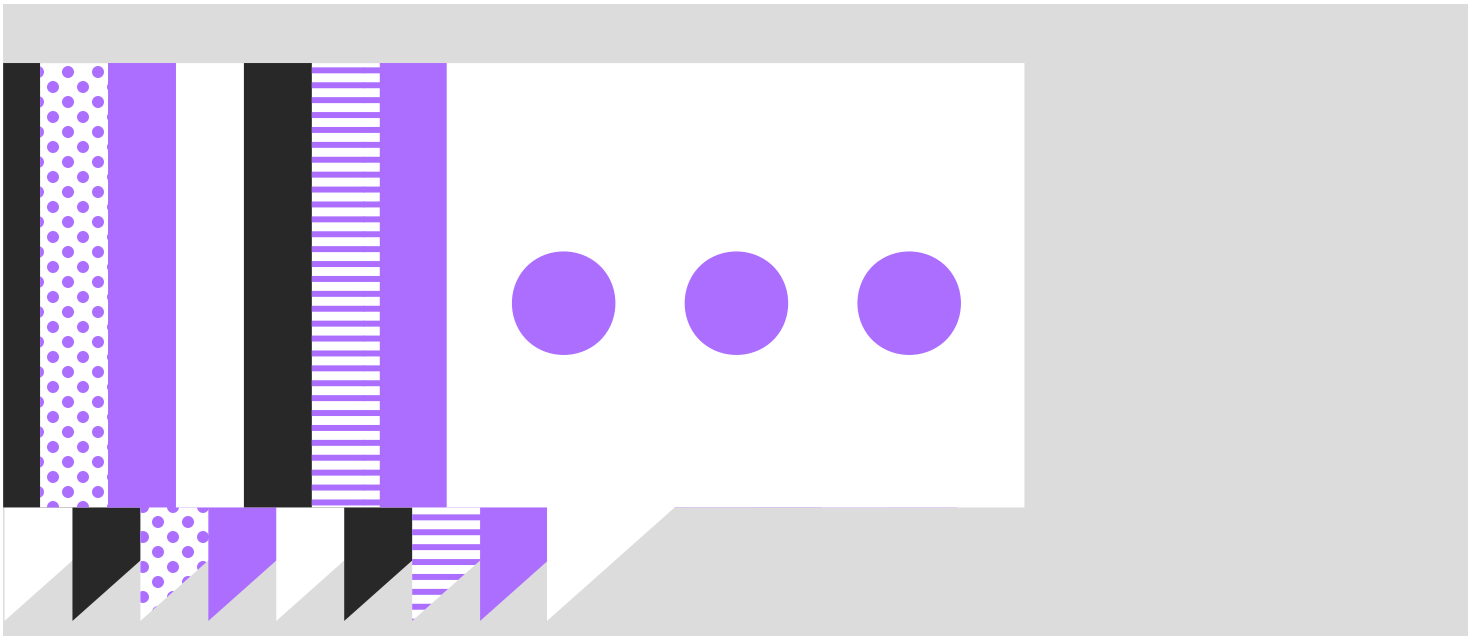
- Send them automatically to customers after the conversation ends
- Use them for training purposes

- Use them to prove what your team has said in the event of a customer issue
- Use them to get salespeople up to speed on conversations with employees from a targeted B2B account

For all of these reasons, you should vet your live chat software for an automated chat transcript feature.

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## Create and save templated replies



Templates are awesome. With templates, you can save time on just about anything. And if you're going to be serving your customers or selling to your prospects via chat, you're definitely going to want to save some time.

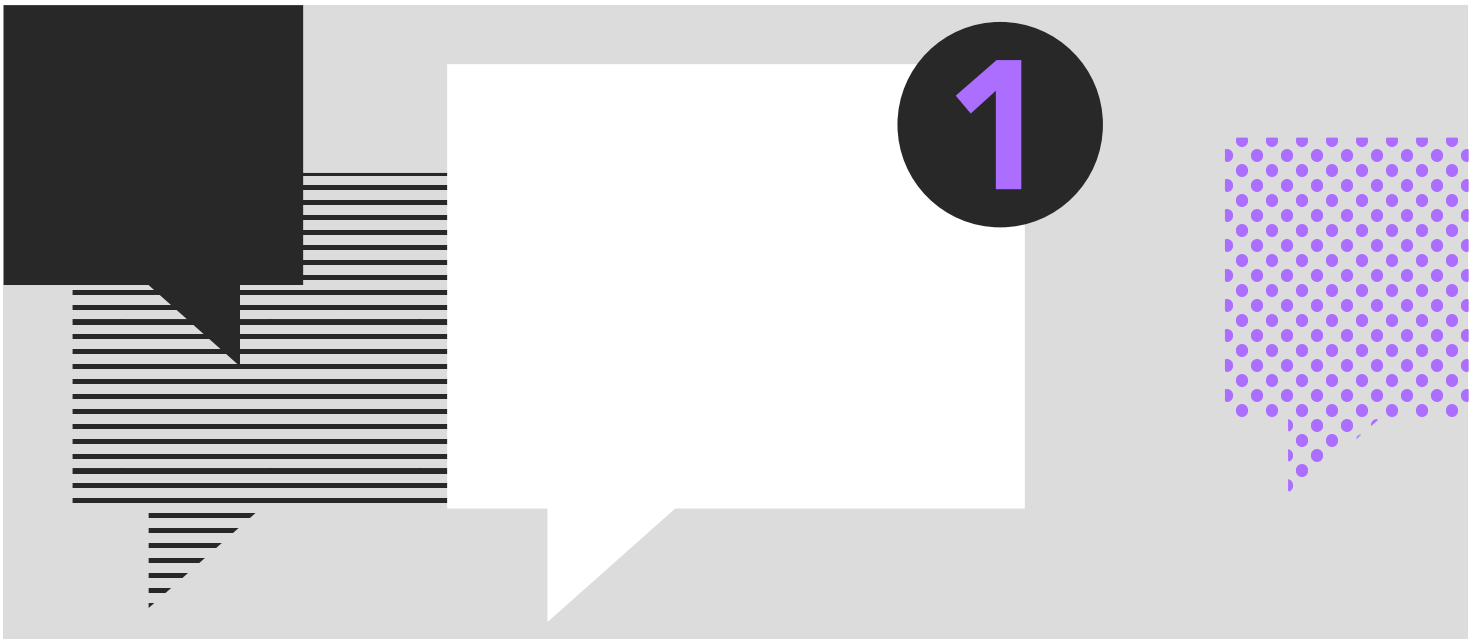
If your live chat software lets you save replies, you can create templates for the following uses:

- Responses to frequently asked questions (such as questions about free trials, cancellations, shipping or returns)

- Responses to common issues (such as a known bug that is being fixed, or a UX improvement that is currently being made, so the feature requires some explaining)
- Responses to generic questions, like asking for more information about a service, product or feature

With saved responses or templates, your team can automatically load them and edit if needed before sending to the customer on the other end. Absolutely a must-have.

## Notifications so you don't have to stay logged on to your chat tool



With a small team, roles are nearly always cross-functional. Your marketing assistant might help with customer service or shipping. So it's safe to assume that anyone who is dealing with live chat enquiries might have other duties. They will likely not be logged into your live chat software during all of their working hours.

That's why some sort of notifications are really important. For example, with our Live Chat product, notifications are sent via Slack

(which you can receive on your desktop computer and/or as push notifications on your mobile device), but you could also use Zapier to get notifications from email or another communication tool.

Make sure your live chat software has a solution for notifications so you never miss a live chat opportunity. Also, you'll want to be able to turn these notifications off. With Slack, they can get snoozed, so no one is woken up at 3am. That's the worst!

## Chat prompts to start conversations

Chat prompts are another important feature for live chat software. Here's how they work: instead of waiting for a website visitor to click on the chat icon to initiate a chat, they pop up on the lower right-hand side of the screen with a short question or message. There are a lot of reasons why you might want to use chat prompts:

- Ask website visitors if they have any questions after they have been on a high-intent-to-purchase page for more than 60 seconds (such as your pricing page).
- Ask customers if they would like to be taken to a new product, if they have

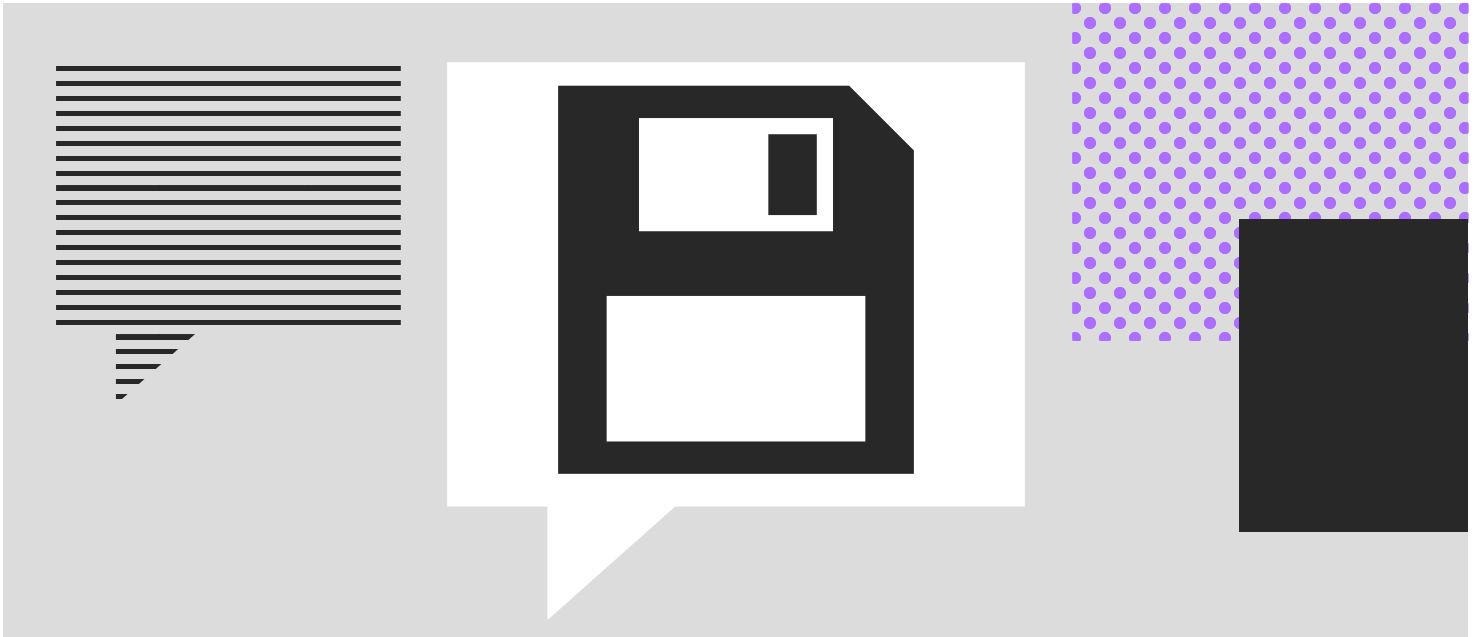
been on the page of a related product but not added it to their cart yet.

- Ask customers for feedback on a new page or product.
- Ask customers if they need sizing help (for a clothing product, for example) after they have been on a product page for more than 75 seconds.

You can probably think of half a dozen [more chat prompts](#) that would fit your business. Chat prompts are a great feature because they let you initiate the conversation. Just make sure that you don't overuse chat prompts on your website. Too many can be disruptive.

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## Save conversations (for you and the visitor)



Let's say that a website visitor comes to your site and asks a question via chat, but you aren't there. They come back the next day during your business hours.

In this scenario, there are two things that should happen: you can see their question, and they can see their question. Both parties can see where the

conversation left off.

This is an important feature because it makes for a better user experience with chat. You don't want someone to have to type their details again when they come back during your business hours. It just makes sense that it should save, right?

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## Let's round up a few of the key takeaways for small teams:

- The best live chat software should help you treat customers as individuals while also making it possible to save time on such high-touch work.
- Think about how you can serve customers via live chat without overwhelming your customer service agents?
- Can you track conversations in case agents need to hand something off?
- How can you prompt meaningful conversations instead of waiting for a visitor to reach out?
- To implement best practices with live chat software, you not only need the right conversational selling techniques, you also need the right tool.
- Your live chat platform should help (not hinder) great customer service.

**Our Live Chat has a free plan to get you started, and it's also included in our Suite with all of our Analytics features and our Customer Data Hub.**



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# How to use proactive Chat Prompts to increase conversion

A decorative graphic consisting of a black line that forms a loop, resembling a stylized '8' or a calligraphic flourish, with a grey circle at its base.

**Sold**



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## Our helpful guide to using Chat Prompts to turn more visitors into leads

A [Forrester research study](#) shows that investment in reactive chat produces a return on investment (ROI) of 15%, however, proactive chat capabilities have the ability to [produce an incremental 105% ROI](#).

The evidence is clear that proactive chat can significantly impact conversion. With the evidence the biggest choice isn't

whether or not to use proactive chat, but how to use it and what to say.

To get you started we are going to give you five quick examples of how and where to use proactive chat with suggested copy for each proactive prompt, so you can get up and running today.

### Opportunity 1: Raise awareness of your live chat tool



#### **Prompt location: Homepage**

44% of online customers say that having their questions answered by a live person while in the process of online shopping is one of the most important features of a website. Using a prompt on your homepage is a really clear and simple opportunity to let your users know that you have this channel for them to communicate with you on.

#### **Copy suggestions:**

Use an 'invitation to chat' prompt on your homepage. Nobody likes visiting a site to be greeted with a plethora of pop-ups. In most cases, people just close them without even taking in the content. Set the

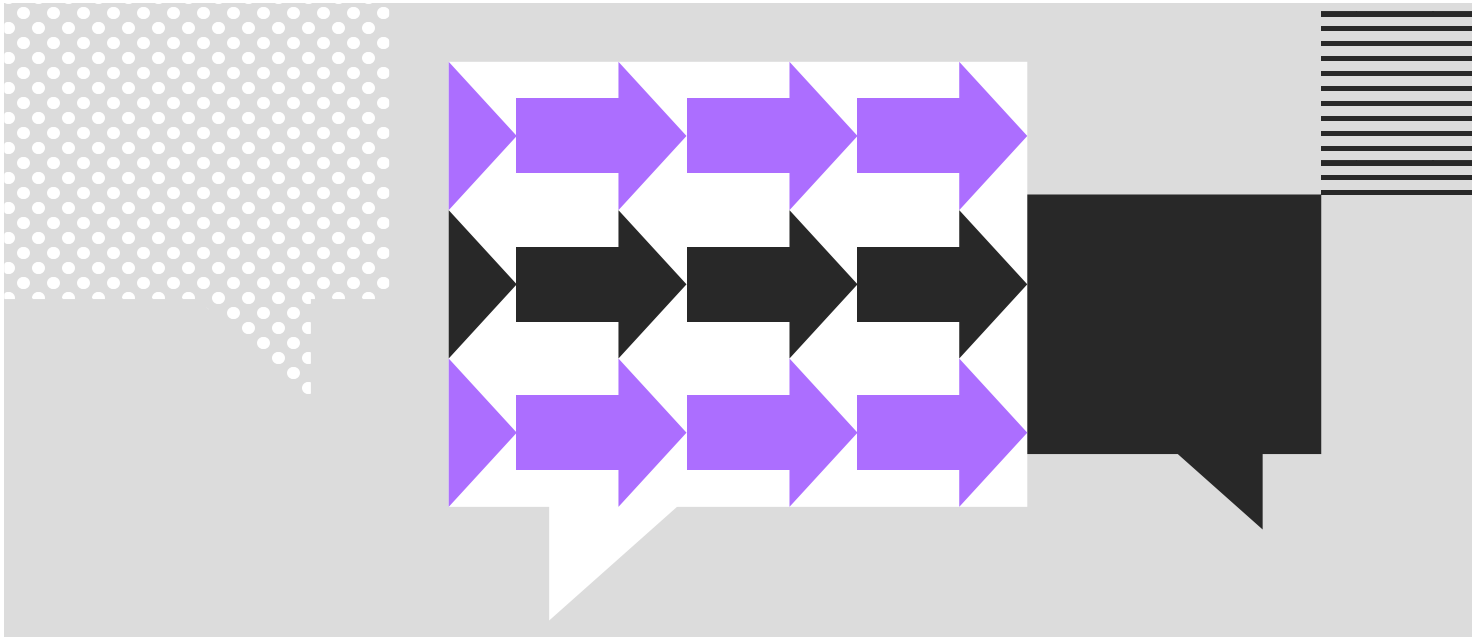
trigger for the proactive prompt to appear after a user has been on a page for at least 5 seconds.

For copy, communicate what the widget is for and use open-ended questions to encourage a response. *"Hello! Do you have any questions? Chat to us now, we're here to help!"*

#### **In summary:**

Location: Homepage  
Criteria: 5 seconds on the page  
Prompt: Invitation to Chat  
Copy: Hello! Do you have any questions? Chat to us now, we're here to help!  
Goal: Start more conversations

## Opportunity 2: Cross-sell/upsell



### **Prompt location:**

#### **Specific product / feature page**

Proactive prompts also have the ability to increase the average order value from 10% to 20%.

Use a 'call to action' chat prompt on a specific product page to link to complementary products or upsell another product. Make sure you give a visitor enough time to view and take in the details of a product they are on. It's sometimes hard to guess this with a time frame, so set the trigger for a proactive prompt to appear when they have scrolled down at over 50% of the page.

### **Copy suggestions:**

For copy, reference the existing product for context and use social proof to encourage the visitor to click through on the call-to-action to learn more. Again, take advantage of the desire to chat by giving the opportunity to ask questions in real time. *"If you like "x", we think you'll love "y product"*

### **In summary:**

Location: Product Page

Criteria: % Scroll through

Prompt: Call To Action link

Copy: If you like "x", we think you'll love "y product"  
(Link reads – "Show Me")

Goal: Cross Sell/Upsell

## Opportunity 3: Reduce cart abandonment



**Prompt location:**

**Shopping cart / conversion page**

57% percent of online consumers say that they are very likely to abandon their purchase if they can't quickly find the answer to their questions.

Use an 'invitation to chat' chat prompt on your checkout or conversion page triggered by a visitor displaying 'exit intent', that is, if they move the cursor to close the window or navigate away.

**Copy suggestions:**

For copy, take the opportunity to address any questions they haven't found the

answers to on your site. *"Still have some questions before you upgrade? Ask us – we're here to help!" "Can't find what you're looking for? One of our experts is happy to help!"*

**In summary:**

Location: Checkout Page

Criteria: Exit Intent

Prompt: Invitation to Chat

Copy: Still have some questions before you upgrade?

Ask us - we're here to help!

Goal: Convert more sales

## Opportunity 4: Proactively identifying a confused customer



**Prompt location: any**

A customer may not even make it to the checkout page if they weren't able to identify the product or feature that solved their problem. A user navigating around numerous pages during a session can indicate that they are yet to find the product they are after. Use an 'invitation to chat' prompt that can be triggered on any page, after a visitor has visited more than 5 pages in the session.

**Copy suggestions:**

*"Not sure which (product) is right for you?  
Chat with one of our specialists now!"*

**In summary:**

Location: Any

Criteria: Visited multiple pages

Prompt: Invitation to Chat

Copy: Not sure which (product) is right for you? Chat with one of our specialists now!

Goal: Get more leads

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## Opportunity 5: Sign a visitor up to your mailing list



**Prompt location: Any page**

There is a chance a visitor may just be doing research about your product and not ready to buy just yet. A good way to identify this is if they only visit a few pages but spend quite a while on your site reading about your product. You can use a 'call-to-action' chat prompt here triggered after 5 minutes with a message to sign a visitor up to your mailing list, increasing the opportunities you have to communicate information about your company and product.

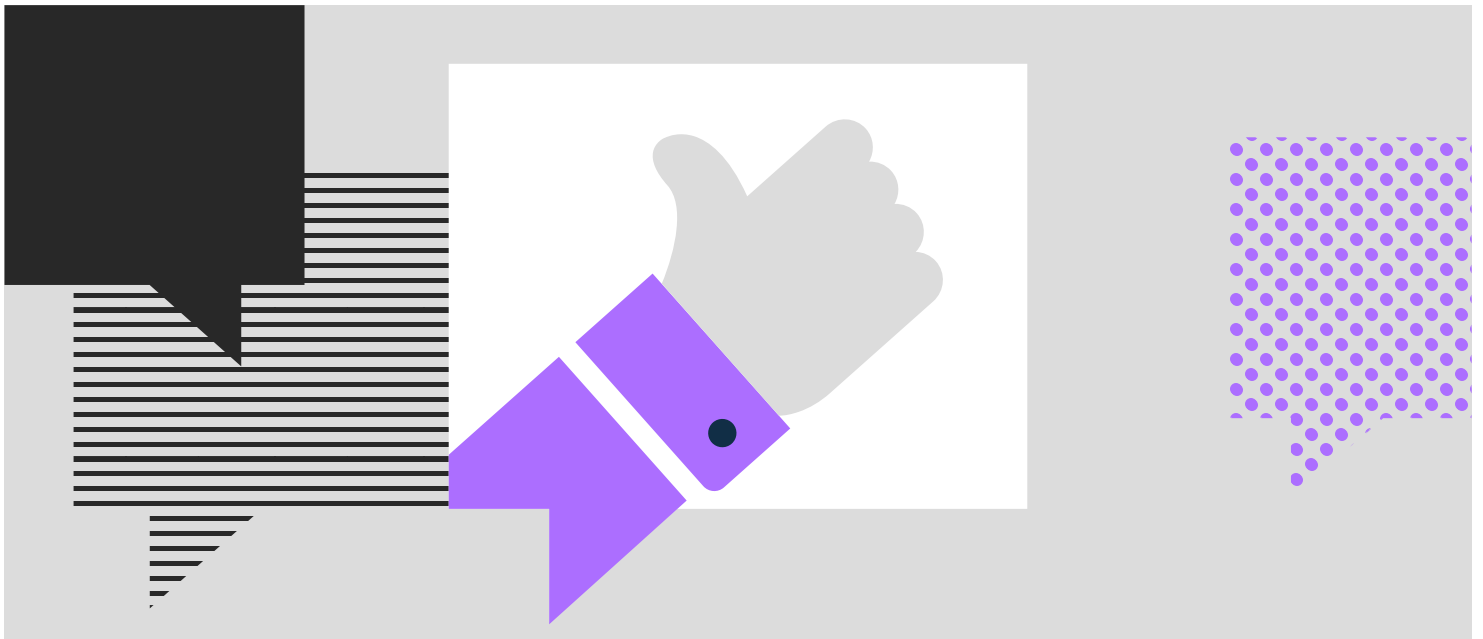
**Copy suggestions:**

*"Thanks for taking the time to learn more about us. Click below sign up to our mailing list to stay updated on product announcements and special offers." "Get 10% off your first purchase! "Sign up to the newsletter"*

**In summary:**

Location: Any  
Criteria: Length of Time on Site  
Prompt: Call to Action  
Copy: Want the latest hints and tips on (interesting customer topic?) (Link - Sign up to the Newsletter!)  
Goal: Get more leads

## A better overall experience for everyone involved



Proactive live chat prompts are not only a tool to significantly increase conversion but ultimately deliver an incredible on-site experience for your website visitors.

Not only do they deliver a channel and response time which your visitor craves, but also helps them get to the point of solving their problem in a faster more efficient way.

Want to learn more about live chat? Check out this article on [adopting live chat as a team](#), or this one on [using live chat to speed up your sales process](#).

If you have any questions about any of our products or features, reach out to our team via [GoSquared Assistant now!](#)

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