Comm100
100% Communication, 100% Success

Live Chat for e-Commerce/Retail/Sales

Introduction

In today's tough e-Commerce environment, driving traffic to your online store isn't enough to beat the competition. It's just as important to be able to keep customers on your site, provide instantaneous help, and exploit opportunities for cross-selling and up-selling.

Live chat has become a steadfast opportunity in the world of e-Commerce to do all of this, as well as to drive reductions on cost and improvements in customer satisfaction. So if your business hasn't begun to live chat with your customers yet, here's why you should consider adding this platform to your omnichannel retail strategy.

Instant Support Converts More Visitors to Customers

For many customers, the urge to buy can be fleeting. Simple website issues or unanswered questions can cause shoppers to abandon their carts. In many cases, more than half of the customers who visit an e-Commerce site simply leave without making a purchase.

Live chat allows you to provide quick and easy support to your website visitors to prevent them from bouncing off your site. A simple "How can I help you?" message paired with an unobtrusive chat button can be enough to safeguard those potential purchases and convert more visitors into customers.

A Brick-And-Mortar Experience...

Customers still love real, brick-and-mortar stores for the personalized experience they can get from talking to a knowledgeable sales rep. Let your reps shine by extending that experience online.

Your staff can proactively reach out to visitors and make suggestions based on their purchase and browsing history, allowing them to not only provide a deeply personalized experience but also to up-sell and cross-sell.

...for a Fraction of the Cost

Getting started on live chat is much cheaper than setting up most new customer service channels. All of the software and infrastructure needed is included in your package, and integrating with your current CRM systems is straightforward.

Once you're up and running, you'll notice that you can keep your handle time and queue time lower than traditional phone support allows, as agents can easily handle multiple chats at the same time.

It's Proven - Customers Love Live Chat

Live chat is consistently rated as customers' favorite support channel – several different studies show that live chat beats other channels for preferred communication channel, immediacy of response, and overall customer satisfaction.

Customers increasingly expect to be able to contact businesses in a way that's easy and convenient for them. Adding live chat to your customer service strategy is not only recommended, but proven to have benefits for both your customers and your business.

- *Maximize Resource – By handling multiple chats at a time*
- *Increase Satisfaction – With instant, timely resolutions*
- *Decrease AHT – Through shortcuts and automation*

Personalize the Customer Experience

Live chat software can capture everything about your customer from their IP address – including their city, how they reached your site, and what pages they have visited. You can use this information to segment your customer base, giving them deeply personalized content and offers which truly fit their profiles.

By being able to see, at a glance, what visitors are on your site and what they're looking at, you can open up opportunities for engagement and promotion which are not possible through any other communication channel.

Quality Control Is Easy

Live chat data is displayed in your dashboard, showing real time information on your live chat system. This allows you to make adjustments to your service instantly, without needing to set up complicated external dashboards or wait for specialist technicians to provide you with the data you need.

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Using our reports, you can track statistics on chat uptake, satisfaction scores and agent performance, amongst a host of other metrics. This data can be used not only for service improvement but also benchmarking, as well as staff appraisals and coaching.

But What About Chatbot?

Studies have shown that even as the use of Chatbot is rising, customers still prefer access to a real human to help them when they need it. On the flipside, customers also hate having to wait a long time for a response to their query, and prefer support that's available 24/7.

Of course, for many e-Commerce businesses, 24/7 customer support isn't possible. That's why we have intelligent, built-in Chatbot functionality to help you provide support when your customers need it most, helping you save those out-of-hours sales.

Show Me the Money!

A customer on your site has just found their perfect product. They add it to their cart and go to checkout. Adding in their payment details, they click Submit… but nothing happens. What would you do in this scenario? Wait, wait, and wait some more? Or give up and try another day… or another company?

30 seconds later, an unobtrusive message appears onscreen. "Can I help you with checking out?" Your customer clicks the prompt and is connected to one of your friendly sales reps, who works with them to get the purchase put through. It's a win-win for all involved – your customer is reassured and pleased with the speedy resolution to their issue, and you've managed to rescue what could have been another abandoned cart.

Proactive chat is a great way to target these visitors. It's easy to set up prompts on your site to appear automatically at key 'moments of truth' in your customer's buying journey, helping to project a responsible, proactive image of your company to anyone who visits your site.

Drive Up-selling and Cross-selling

Imagine you own a brick-and-mortar store. For every customer that walks in, you can see all kinds of information about that person's interactions with your business, magically hovering right above their head. You can see whether they've been to your store before, what they looked at previously, and what they've bought before. You can even tell straight away whether they're a VIP who needs gold-standard service.

This information would be a goldmine for your in-store sales reps, and it's this kind of data that's available by default through our live chat software. Want to put your sales reps through their paces? Let them target your preferred customers and close even more deals using this sophisticated, real-time live chat data as a true 'sales hack'.

About Comm100

Comm100 Network Corporation is an award-winning global provider of enterprise live chat solution. Comm100 Live Chat is used by thousands of businesses worldwide to support their website visitors in real time so as to increase conversions, boost customer satisfaction and lower operating costs. With "100% communication, 100% success" as the company motto, Comm100 is committed to ensuring that transitioning human-to-human interactions to real-life success stories is always possible in a digital world.

Customers

Accreditations

Contact Us

TEL | (778) 785-0464

E-Mail | sales@comm100.com

Fax | (888) 837-2011

Web | www.comm100.com

Follow us on |

Suite 238 – 1027 David Street Vancouver, British Columbia V6E 4L2 Canada

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