



DOING
ACCOUNT-BASED
MARKETING?

DON'T FORGET ACCOUNT-BASED CHAT



CHAT HACKS

ABM is the B2B marketer's go-to strategy for optimizing marketing spend and activities against lead and pipeline objectives. Getting the right message in front of the right person, in the right channel, at the right time is part art, part science, but 100% the right approach. It's target marketing on steroids.

To this end, you've tailored your website, your content, and your digital marketing to cater to a highly targeted list of prospects that embody your Ideal Customer Profile. Both your inbound and outbound business development teams are fully aligned. **But you're not done yet.**

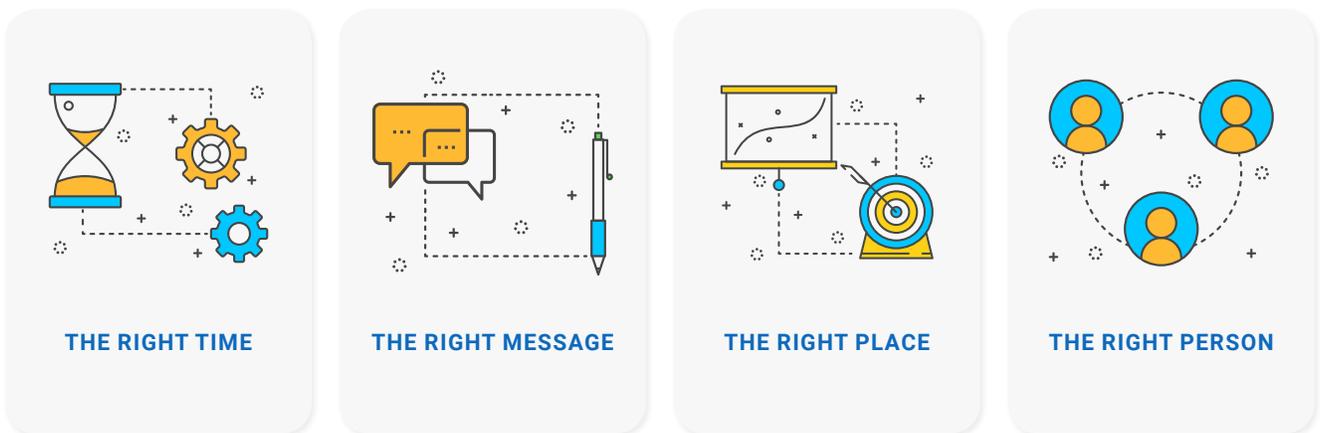
ARE YOU USING LIVE CHAT TO TAKE YOUR ABM STRATEGY TO THE NEXT LEVEL?

What if you could identify an ideal prospect when they come to your site, and engage in a highly personalized live chat that reflects how well you know them and their interests? The right live chat platform makes it easy. From sales and marketing to service and support, live chat is a great way to deliver personalized, high-value conversations across the customer journey.

Live chat can help you have stickier conversations with your target accounts. And the ROI in providing a great live chat experience is clear:

- Live chat leads to a 48% increase in revenue per chat hour and a 40% increase in conversion rate (Forrester)
- There is also a 10% increase in the average order value when reviewing the sales from customers who engaged in a chat before making a purchase, than those that did not use chat. (Forrester)

Here's what you should look to achieve with Account-Based Chat:





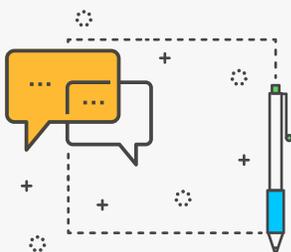
THE RIGHT TIME

Your availability to answer questions and be helpful when needed is important to customers. In fact, 63% of customers are more likely to return to a website that offers live chat and 41% of online shoppers trust a brand more when they see a live chat option. With [real-time visitor monitoring](#), you can capture and make the most of your customers' online touchpoints by engaging them at precisely the right moment - when they're on a pricing page, or deep into a product specifications page, or whichever trigger point you determine.



PRO TIP

When your agents aren't available use an [AI-powered chatbot](#) to answer questions, complete basic transactions, or book time with a live agent.



THE RIGHT MESSAGE

Use proactive chat (invitation from you as opposed to waiting for the visitor to start the chat) to personalize their visit based on the page they're on, if they're a repeat visitor, and even based on their purchase history. You can identify VIP accounts this way and invite them to chat with an automated message that recognizes who they are.

The screenshot shows a website for Alpha Box. On the left, there is an image of a brown paper food container. To its right, the heading "Food Vending" is followed by a paragraph: "Alpha Box carries cake boxes and cake boards for desserts, donuts and baked goods. Available in a variety of shapes, sizes and colours." Below this is a blue button labeled "Tell Me More". At the bottom of the page, there is a comment section with "1 Comment" and the name "Alpha Box", along with "Recommend", "Share", and "Login" options. On the right side, a chat window is open for "Mike Karr". The chat bubble contains the text: "Hi, this is Mike, Alpha Box customer success manager for our foodservice customers. We just launched a brand new line of compostable take-out trays, ready for Panera Breads branding. Would you like to see them?". The chat input field says "Type a message here" and is powered by Comm100.

1. Proactive chat (right) for a B2B packaging company.

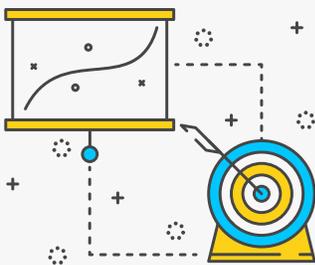
The screenshot shows a website for American Outdoor Adventures. At the top, there are two columns of text, each with a "More info" button. The first column says: "We feel it is our duty to inspire others to experience the great outdoors. Let us bring out the adventurer in you." The second column says: "fitness. We design our adventures so you can connect with nature to embrace the benefits of the great outdoors." Below this, a paragraph reads: "We practice and teach Leave No Trace principles. We believe in responsible outdoor recreation and minimizing our impact to the backcountry. Our guides are trained in Leave No Trace. We'll show you the importance of these eco-friendly backcountry ethics." A blue button labeled "Join Us on Our Next Adventure" is centered below the text. At the bottom, there is a comment section with "1 Comment" and the name "American Outdoor Adventures", along with "Recommend", "Share", and "Login" options. On the right side, a chat window is open for "Prit Gill". The chat bubble contains the text: "Hello, and welcome to American Outdoor Adventures! It's calling for a sunnier summer here compared to the UK. Can I help you find the perfect getaway?". The chat input field says "Type a message here" and is powered by Comm100.

2. Proactive chat (right) for an adventure travel company.



PRO TIP

Include upsell or cross-sell campaigns or sign-up calls-to-action in your proactive chat message to help drive more conversions.



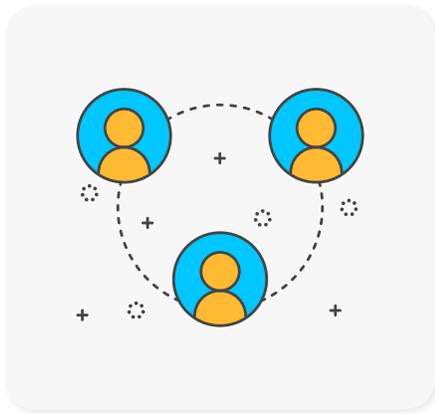
THE RIGHT PLACE

Offer your target accounts live chat access across every available channel including web, mobile, and social media. From visiting your website, to trialing your product, to using your product, allow your customers to easily and instantly engage with your brand and frontline team at every stage.



PRO TIP

It's important to treat your digital channels as a whole to ensure a great customer experience. When multiple teams are handling multiple channels, make sure your agents have access to the holistic customer picture with an agent console that is integrated with your CRM and other key systems.



THE RIGHT PERSON

Customers greatly appreciate a consistent and predictable experience at every stage in their journey with you, and will reward you with their loyalty the more you can deliver that. Let them connect with the same agent whenever they reach out, and they'll feel the love. Use your chat system's built-in [rules and routing](#) to recognize target accounts and connect them with the right team member every time.



PRO TIP

Make sure your [live chat connects with your CRM system](#) to route to account owners and alert them with a triggered notification.



THE WRAP-UP

Amplify your ABM program with Account-Based Chat and leverage the power of proactive conversations, routing, and integrations to create a personalized engagement strategy for your most lucrative accounts.



LET'S CHAT

Comm100 is a leading global provider of multi-channel customer engagement solutions with a mission to make online service and support delivery more genuine, more personalized, and more productive through meaningful conversations. Let us show you how.

[Book a demo today!](#)