
Before we begin, a poll:

What is your primary live chat use case?

- A. Customer Support
- B. Sales
- C. Both Customer Support and Sales
- D. I don't know yet

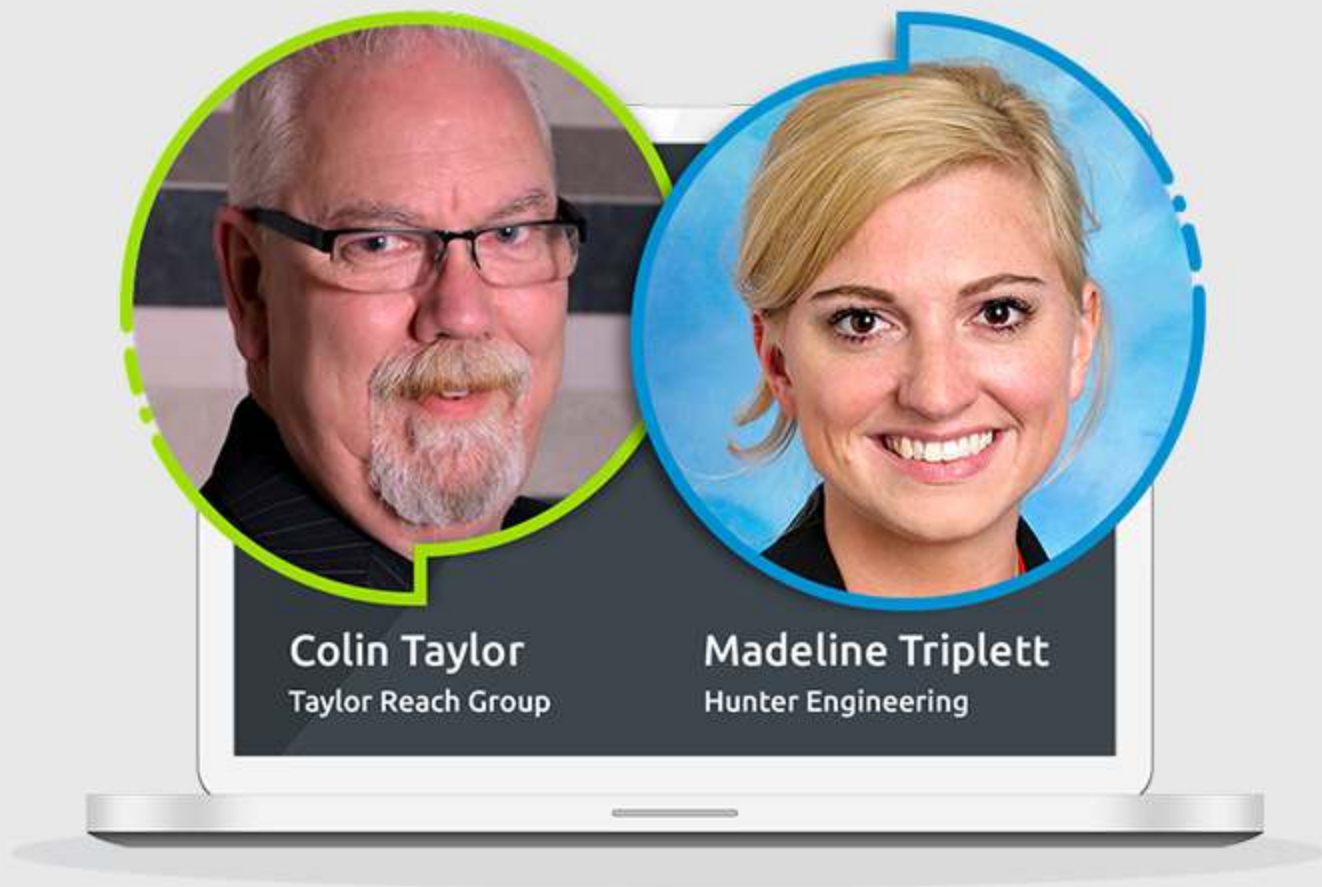


One customer's story:

Enhancing the B2B Customer Experience with live chat

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Colin Taylor
Taylor Reach Group

Madeline Triplett
Hunter Engineering

Panelists



Madeline Triplett

Marketing Manager



hunter.com



Colin Taylor

CEO



thetaylorreachgroup.com

On tap today

1

The case
for live chat
in B2B

2

How Hunter
Engineering
put it to work

3

“Had I known
then what I
know now...”

4

Tips for
rolling out
live chat

5

Do's and
Don'ts

6

How to
measure live
chat success

7

Q&A

What were
you hoping
to achieve?





**How did
you pitch
live chat
internally?**

What were
you worried
about?





So what's the
impact?

Word to the Wise



1

Tips on rolling out live chat

1. Train, Train, Train
2. Run a pilot first
3. Offer during a single shift to start
4. Aim for a published SLA, and track against it
5. Enable agent-to-agent chat

2

Live chat do's and don'ts

Do:

1. Use chat routing rules
2. Integrate with CC platform
3. Have a realistic expectation for concurrency
4. Test, Test, Test
5. Use visitor info wisely
6. Use canned messages
7. Use pre- and post-chat surveys
8. Offer transcripts

2

Live chat do's and don'ts

Don't:

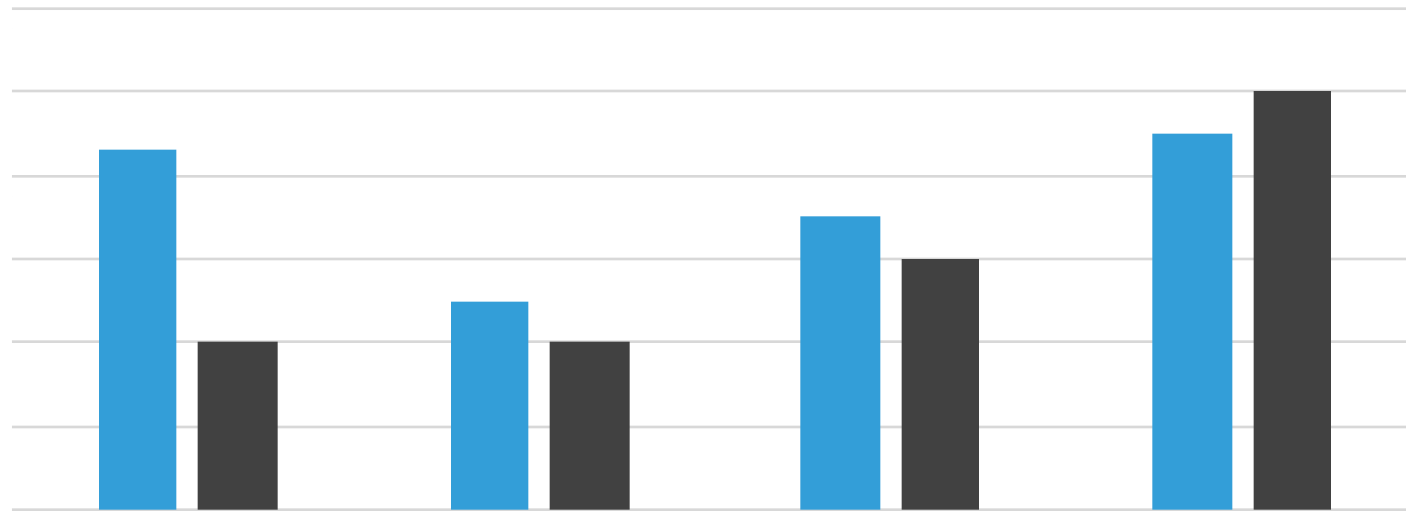
1. Use proactive chat invitations everywhere
2. Keep chat online if you don't have any active agents
3. Assume chat will replace email or other channels

3

How to measure live chat success

- Satisfaction score
- Agent feedback/wrap-up
- Accessibility/abandonment
- Impact on other channels
- Conversion
- Chat to inform website design and traffic

Poll Results



QUESTION & ANSWER

Contact



Jeff Epstein

VP Product Marketing &
Communications

Email: jeff.epstein@comm100.com

Sales: sales@comm100.com