

Getting Strategic About Customer Service Online

7 Tips for Selecting the Right Chat Vendor



Introduction

As consumers continue to migrate their personal and business transactions online, companies must select the right customer service live chat and support vendor to augment customer loyalty and experience. For businesses, there is tremendous value in improving customer service and increasing sales by strategically enhancing their online environment. A growing trend is to do this by offering online chat as a way for a consumer to quickly get questions answered without having to pick up the phone or send an email and wait for a response.

What is online chat?

Online chat is a method by which a company can communicate with a customer in real-time, through two-way messaging online happening at the same time (synchronous communication). Chat methods can be either reactive or proactive. Reactive chat has a visible button on a website with a call to action such as, "Need Help? Click Here to Chat".

Proactive chat is an invitation that appears on a website page as soon as you log onto an online store, or land on a specific page, often in the form of a pop-up window, engaging a potential customer with a welcome message such as, "We're here to help". When implemented properly, it keeps a customer engaged and can play an instrumental role in completing the transaction.

Key benefits of live chat

→ Response time

Online chat delivers fast, personalized communications to your consumers.

→ Lower service cost

Implementing live chat software reduces your customer service costs by lowering average interaction costs.

→ Increase efficiency

Your customer service reps can help multiple customers at once.

→ Build credibility

Having online support builds your company's credibility due to the ease with which site visitors can have their questions answered.

→ Reduce abandoned carts

Quick support through chat gives customers help with the transaction process.

→ Increase value

Online chat gives service reps the opportunity to up-sell and cross-sell to your customers.

Deciding which chat vendor your company needs can be challenging given the array of offers available. As you study your live chat software vendor options, the final chosen vendor needs to be a good fit for both parties involved. A way to work this out is to perform a software vendor evaluation. Follow the next tips during the decision-making process so you can be sure you match the best live chat solution to start accelerating your customer experience.

7 Tips for Selecting the Right Chat Vendor

1. Understanding your business

First, you want a vendor that understands the impact of integrating live chat into your business. You should communicate your goals and objectives to ensure optimal results.

2. Be more than just chat

As you search for a chat vendor that meets your needs, make sure they are doing more than just selling you the software. Proper implementation is key. They should be a partner in your setup implementation, use, and ongoing improvement. Also look for a vendor that offers key insights of your online visitors. You want to be informed of every single detail and capture as much first party data as you can, so you get to know who your customers are.

3. Comprehensive reporting

To create the best outcome for your business, you will need ongoing, comprehensive reports to determine what is effective and what needs to be tweaked so you can make adjustments and continuously improve.

4. A vendor that grows with you

As you increase your sales and your business becomes more successful, you need a chat vendor that has scalable options. Your chat vendor should be able to grow with you. More specifically, you should be able to work with your chat vendor to handle time-sensitive components, such as configuring/ altering workflows and routing.

5. Customizable features

Maintaining brand integrity throughout your entire site—including your chat window branding—is also important. Your customers need to know that they are chatting with your customer service representatives. Having the ability to customize your chat widget with your brand, is key in keeping that integrity. Make sure you can customize other key features such as rules and messages for invitations and pre-chat surveys, you want to be able to fit your needs. In many cases, the chat window is a visitor's first interaction with your company online, and that first impression is key.

6. Chat training

Your chat vendor needs to be able to provide chat agent training. They should also be able to share best practices with you as well as more a variety of articles, white papers and resources to guide the creation of an appropriate live-chat experience.

7. Proven success

Make sure your chat vendor has a proven record of service uptime and reliability. Also confirm the chat vendor is serious. The chat vendor you select should understand your business model, have a proven track record, and be invested in your success.

Why are some online chat implementations not successful?

There is little doubt that live chat can improve online sales conversions, optimize customer support staff productivity, and increase customer satisfaction – if it's implemented and used properly. Buying live chat is very different from buying a word processor. Live chat requires organizational change, and its success is dictated by how employees respond and to how chat is implemented. Success depends on the ability to secure key performance metrics (chat agent utilization, customer wait times and satisfaction, conversion tracking) and to accurately interpret the information gained from reporting to make adjustments that improve your use. This is an ongoing process that is difficult to do without any related knowledge or expertise.

Why Velaro?

Velaro has one of the most robust and flexible feature sets on the market, but their true value is in their ability to answer questions you haven't even thought of yet and chart a course to increase sales and improve customer satisfaction. Velaro is your personal guide to live help success. Velaro's mission is to provide businesses with the ability to intelligently interact with website visitors. We are dedicated to helping our clients achieve greater customer acquisition rates from their websites and improving the level of online customer service. Do you still have questions or concerns about how to choose the right online chat provider for your company? No matter what stage of the decision-making process you are in, we are here to help you.



Intelligent engagement

Velaro's unique technology allows you to interact when visitors need you most.



Increase conversion

Increase conversions by 20% in your first month. You can start our pilot program today.



Security in the cloud

Trusted by leading financial, health, and government organizations.

Chat with us at velaro.com