

Live Chat Agent Training Tips



Overview

Selling online is tough and it's getting tougher. A potential online sale can move to a competitor with the simple click of a button. To beat the competition, you must be highly effective at converting website visitors to customers and continually impressing your existing customers so that they remain loyal and serve as advocates for your products and services. You also need to consider that the expectations of online consumers are evolving. Today, consumers know that they have the power, and their service expectations are much greater today than they were in the past. Online consumers expect fast, knowledgeable service from eCommerce sites. They also expect a website to have live chat functionality. As a result, more and more eCommerce sites are implementing live chat. However, absent a well-trained team of live chat agents, you run the risk of not meeting the expectations of the online consumer. The first step in building a well-trained team of live chat agents involves hiring people with the right set of qualities. Once you've hired people with the right qualities, you next need to develop these individuals into exceptional chat agents that can quickly address the needs of your clients, establish positive relationships with those they interact with, and ensure that your customers become loyal advocates for your organization.

The following training tips can help:

Role play: be the customer

It can be an enlightening experience for a live chat agent to play the role of a customer with an issue. Have them engage in a chat with a seasoned agent and a less experienced agent. Have them then talk through the experience with all involved and point out what they liked and disliked about the interaction.

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 assistance with the transaction process.

→ Increase value

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

Regularly review chat transcripts

It can be very insightful to review real examples of the most common chats, best practice chats, and chats that should never happen again.

Use pre-made chat responses

When reviewing common chats and chat best practices, point out how the use of pre-made chat responses could have been used. Where a pre-made chat response to a common question doesn't exist, ask for feedback from your chat agents in crafting a suitable pre-made message that is then available for all agents to use. Pre-made messages can significantly improve the speed and consistency of your team's chat responses.

Team new agents with a pro

When new agents start out, allow them to observe how a veteran handles chats before making them available to your site visitors. Observing a pro for a few days will most likely expose new agents to most of the questions that they can expect to receive.

Start slow

New agents should start with one chat at a time until they achieve a level of comfort with the quality of their responses and their knowledge of the company's products and services. Then, it is proper to slowly build up the number of simultaneous chats that they can process. Don't overwhelm them – this will discourage them and could result in losing a potentially valuable agent.

Delight your site visitors

Delight your customers and they will respond by spending money with you, remaining loyal, and by recommending you to others. As more companies become aware of the value of live chat, the live chat agent becomes the front-line communication mechanism for your organization. The effectiveness of the live chat agent plays a critical role in building your brand and driving revenue. Selecting the right live chat agents and appropriately training them could mean the difference between beating, or surrendering to, the competition.

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.

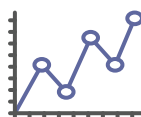
Why Velaro?

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.

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