



NEXA CHAT

**The Ultimate Guide to
Using Live Chat & Text to
Power and Grow Your Business**



Understanding Consumer Expectations



People want a great experience with brands. So much so that **they're willing to leave to a competitor to get it.**

An astounding **90% of Americans** say they judge a business based on its customer service. Another 58% say they'll switch companies due to poor customer experience.

When you deliver exceptional customer support, it promotes higher retention rates. And it can potentially drive more prospects to your organization. The numbers prove it—**93% of customers** are likely to buy again from companies with excellent customer service. And **38% say they're more likely** to recommend a company with good customer service.



90% of American consumers **judge** a business based on its **customer service.**



58% switch companies due to **poor customer experience.**



93% are likely to **buy again** after a **good experience.**



38% recommend companies with **good customer service.**



But what does it take to follow through on this demand?

Your first thought may be to adopt a chatbot, but sentiment for them **has fallen to 28%**. Americans find them ineffective, so 40% of customers are using other channels to obtain support.

Modern consumers desire service that's accessible, speedy and human. That's why **millennials prefer live chat** for customer support over other forms of communication— something vital for businesses to note, considering the cohort is quickly becoming the world's most powerful consumers.

So let's explore the benefits of using live chat and text messaging, and how to successfully add it not just to your customer experience strategy, but also your sales process.



Sentiment for chatbots has fallen to **28%.**



40% find chatbots to be **ineffective** and use other channels for support.

Live Chat & Text Service



First, what is a live chat & text service?

Live chat and text is like a digital customer service desk. Likely, you've used them on websites and applications to ask a question or deal with a problem. Some chat systems are proactive and pop up on your screen, while others require you to initiate them.

Unlike a chatbot, humans operate live chat and text solutions.

The Benefits of a Live Chat & Text Service



What are the benefits of a Live Chat & Text Service?

Using a live chat and text service for your business comes with various benefits. Here's a look at some of the ways your business can take advantage of live chat and text for customer experience and revenue growth.

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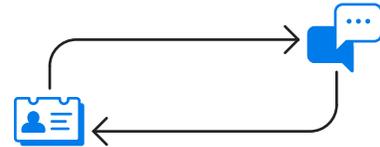
Take advantage of live chat & text for **better customer experiences** and **revenue growth**.



Improve Your Customer Service

Offering a better customer experience is possible when you're accessible. With live chat and text, your customers can reach out to you whenever they need assistance. It also enables you to learn more about them, so you can continue making improvements.

Roughly **43% of businesses say** they gained a better understanding of their clients within a year of implementing live chat and text. You can use your live chat and text system to gather feedback and insights to enhance your products and services. Or even build a knowledge base to reduce the need for support.



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By adding live chat and text, you're giving your customers fast responses and a person who not only understands their problem, but is also able to effectively provide a solution.



Build Your Brand's Reputation

When your customer service experience is positive, it positions your brand as a go-to in your industry. Word spreads quickly when customers leave positive reviews about your company.

One report shows **94% of American consumers** will recommend a brand with very good customer service. Yet, only 13% of consumers will recommend a business with very poor customer service.



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Increase Your Revenue Potential

Great customer service impacts your revenue growth. If people are willing to leave to a competitor due to poor service, then it leaves brands vulnerable. By offering live chat and text, you can enhance the customer experience, which will lead to higher customer retention and more potential prospects (thanks to positive reviews and recommendations).

You can also improve your lead conversion rate, as agents can proactively secure business from inquiries that come through your website or text number, turning digital traffic into happy—and paying—customers.

Both impact your revenue positively. One report shows **30% of companies** saw a 5-10% increase in revenue within one year of using live chat and text.



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Enhance the Efficiency of Your Operations

One of the pet peeves consumers have with customer service is having to repeat themselves over and over. With live chat and text, you reduce repetition for both your customers and support reps. And it improves the overall workflow for your team.

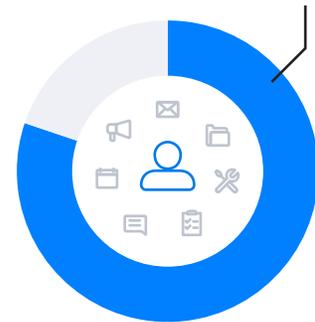
For example, your team can view feedback logs from other agents that interacted with a customer. This gets them up-to-date quickly on the matter, enabling them to get to the solution faster. It also prevents customers from having to re-explain their issues.

Live chat and text allows multitasking to accelerate the time it takes to get to each customer. They can speak to several customers at once if the questions aren't too advanced.

An issue **80% of customer service teams** run into while trying to provide quick and accurate solutions is juggling multiple systems. Another one-third of companies say their knowledge base is out-of-date or difficult to use.

These are all challenges live chat and text helps customer support teams overcome.

80% of customer service teams juggle multiple systems.



1 out of 3 say their knowledge base is **out-of-date** or **difficult to use**.

Use Live Chat & Text for Your Business



How Can You Use Live Chat & Text for Your Business?

Adding a live chat and text service to your company can present a variety of benefits. But how exactly can you use it to improve your business? Here's a look at several ways.



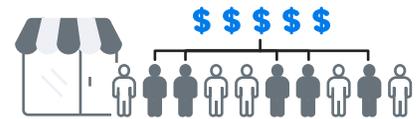
Grow Revenue Without Increasing Overhead

Traditionally, when a company wanted to increase revenue, it needed to hire more people. Unfortunately, this also increased overhead costs to cover the additional salaries and benefits.

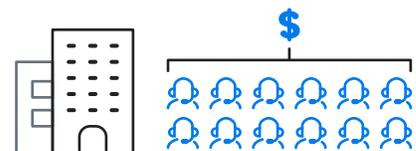
Fortunately, there are now services that help with both—growing revenue and reducing overhead costs.

Outsourced live chat and text services give you access to expert sales and customer service reps at a fraction of the cost of in-house employees. With their assistance, you can witness higher customer retention and more closed deals. This also enables your in-house teams to focus on their specialized tasks.

While enterprise businesses often leverage outsourced live chat and text, you don't have to be a large corporation to benefit from doing so. In our research, we found that **74% of companies** had fewer than 10 employees when they first adopted live chat and text. And 92% expected the cost per agent to be lower than \$20 per month.



Finding qualified candidates and hiring in-house is very expensive.



Outsourcing gives you access to expert sales and customer service reps at a fraction of the cost.



Expand Your Operating Hours

Customers need assistance right when a problem occurs. If your customer service team goes home at the end of the workday, then you risk losing potential and existing customers who need after-hours help. With live chat and text services, you'll expand your hours of operation, so customers can receive support 24-7/365, even on holidays.



24/7 support leads to happy customers and more revenue.

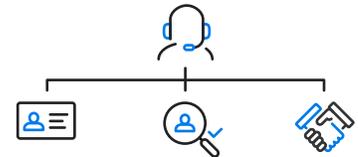


Build a More Qualified Sales Pipeline

Consumers want fast assistance. But they also want to speak to representatives who speak their language and can offer the best help. With live chat and text, you're getting a team of salespeople who understand your business, products/services and customers. And who are trained in customer support and sales best practices.

Live chat agents will study your target customer to identify the best leads to target and which sales tactics to employ to close more deals. Note, that they should also be bilingual to accommodate Spanish and English-speaking customers in order to reach more people.

Thanks to their expert support skills, you'll also have an increased chance of turning customers into long-term brand advocates.



Live chat agents study your target customers, identify the best leads & close more deals



Provide Help with Efficiency & Empathy

Adding a human touch to your customer experience can turn a potentially horrible experience into a delightful one. But this is only possible when you have actual people managing your customer service.

Imagine a customer reaching out to your business to complain about a broken refrigerator. She's a young mom with a diabetic child. Without the fridge, she's unable to refrigerate her child's medicine to prevent it from expiring.

A live chat and text agent is a person who can empathize with the situation and work harder to send a technician to the home to repair the unit quickly—these are the types of experiences that make a person likely to recommend your business and, more importantly, keep them coming back.



Adding a human touch can turn a potentially horrible experience into a delightful experience.



Make Better-Informed Business Decisions

There's a lot you can learn about your customers by looking at their requests, complaints, and feedback. But you need a way to collect and analyze this data and turn it into actionable insights.

Live chat and text services integrate with your CRM, which is critical for placing valuable customer data into a central hub. With this intel at your disposal, you can develop detailed customer lists with data-driven reports.

In other words, you'll have the information you need to make better-informed business decisions. For example, identifying new customer pain points and how to resolve them. Or enhancing the buyer's journey by removing hiccups along the path.

The more you understand your audience's preferences, the easier it becomes to design a customer experience to suit them. When you get this right, your customer experience will improve, along with lead conversion rates.

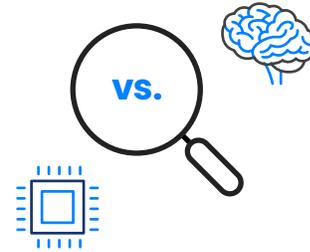


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Human-Powered vs. AI Live Chat & Text

There are two options for offering live chat and text services to your customers. You can either use artificial intelligence or a human to operate it. The question is, which should you choose for your business?

Let's take a look at the differences between the two.



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What's the Difference Between Human-Powered Live Chat and Chatbots?

The fundamental difference between human live chat and text and chatbots is how they operate—one uses a human and the other artificial intelligence. You can outsource live chat and text services to a team of live agents who will study your business and its customers to better serve them.

An AI chatbot, on the other hand, requires programming. You have to code all of the possible questions customers may ask and the AI's responses. It's an iterative process that requires consistent updating based on the range of questions and problems a customer may need resolved.

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What Are the Benefits of Human-Powered Live Chat and Text?

Having a person at the other end of a live chat or text comes with many advantages for businesses. For example, it will:

Increase sales: Thanks to knowledgeable sales reps, you'll have a more qualified sales funnel and more closed deals.

Maximize marketing ROI: Creates an additional channel to capture leads and proactively target website visitors, it also ensures you can respond immediately to high-intention customers who were motivated by your digital campaign to click through to the website or text your business.



Improve conversion rates: Answer visitors' questions and keep them on the site and shopping (and when combined with call services, conversion rates can increase by up to 40%).

Save money: Overhead costs reduce since you don't have to hire extra customer support staff.

Improve customer experiences: Offer the convenience of speaking to a rep whenever, wherever they want.

Offer round-the-clock service: Make your customer service accessible 24/7/365.

Be more proactive: Provide answers to FAQs, send appointment reminders, service updates and more.

Improve your reputation: People prefer doing business with brands that offer faster and better customer service.



What Are the Benefits of AI-Powered Chat & Text?

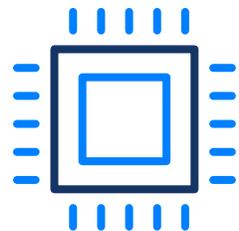
Here's a look at some of the reasons why some businesses opt for AI-powered chat and text:

Automates customer service: No humans are needed to operate chatbots since they're programmed to respond to requests.

Reduce costs: Since no people are needed, businesses reduce overhead costs that would otherwise go to staff.

Fast service: Chatbots are available around the clock to answer questions and schedule calls with human reps.

Scalable: No need to hire more staff over the holidays—chatbots can communicate with a sudden influx of customers.





The thing is, you can get these benefits with outsourced people-powered live chat and text, plus the added value of a caring and attentive human touch.



Which is Better for Your Business?

Sometimes, automation helps improve productivity. But there are limitations to what a chatbot can provide to your customers. Here's why a majority of consumers prefer human-powered live chat and text:

They can ask any question and get an answer (chatbots are limited to pre-programmed queries and responses).

It enables multitasking—a customer can interact with a chatbot from their desk at work, or while taking on other tasks, or even while they're on hold on a phone call.

It's a convenient and efficient way to communicate (while on the go or on a desktop).

They prefer live chat or text over speaking on the phone.

They feel more in control over the conversation.

It offers better information than phone calls.

They're directed to someone who can help right away (eliminating the frustration of dealing with a bot before finally being routed to a human)



The majority of consumers prefer human-powered live chat and text



Live chat and text is a better solution for businesses that are looking to add empathy to their customer service. And to avoid the limitations and frustrations associated with chatbots.

Implementing Live Chat & Text



How Do You Implement Live Chat & Text?

Deciding to add a live chat and text function to your customer service is an excellent step toward improving your customer experience. It can enhance your agents' ability to proactively reach out to site visitors to boost sales. And it empowers customers to get help in a way that's convenient to them.

However, integrating a live chat and text tool into your site can be challenging, depending on the platform you use.

Fortunately, there's a simple way to add live chat and text without technical issues. By partnering with Nexa Chat, you have experts on hand to walk you through the technical aspects of setting up the technology.

We'll give you the simple code to install the service and integrate our platform with your website and other relevant tools. Then our live agents (real people!) will begin offering customer support and sales services on your behalf.



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or just learn more by [clicking here »](#)

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Contact our Live Chat & Text Experts today!

Call **800.721.0932** or email Team.Sales@Nexa.com