



50
live chat tips
to delight
your digital customers

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PARKERSoftware
Engaging Applications · Engaging Results

Live chat is fast becoming the holy grail in customer service

We live in a digital landscape, where people prefer to text than talk and where the traditional telephone is slowly becoming a relic of technology past.

The stats on live chat are compelling. 73% of customers are satisfied after using live chat – placing it first above all other communication channels. And they favour it, too, with 42% selecting it as their preferred method of receiving support.

But just tacking live chat software onto your site isn't enough to delight digital customers. It needs to be used properly to have a positive effect – and there are many factors to consider. So, with that in mind, here's 50 top live chat tips to help you deliver superior online service.



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1. Introduce yourself by name

Names add a much needed human touch to a distant, electronic interaction. Let the customer know you're a real person – not a bot.



2. Use a typing indicator

That way, the customer knows you're there and responding in real-time – rather than being left wondering whether you're still actively engaged in the chat.

3. Avoid ellipses

Those three little dots may seem inconsequential, but they can actually make you sound condescending or indirect.

4. And avoid CAPS too

(They make it look like you're SHOUTING.)
Needless to say, your customers don't want to be shouted at.



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5 Embrace the emoji

- People understand emojis. As well as adding clarity, they also show your human, friendly side.



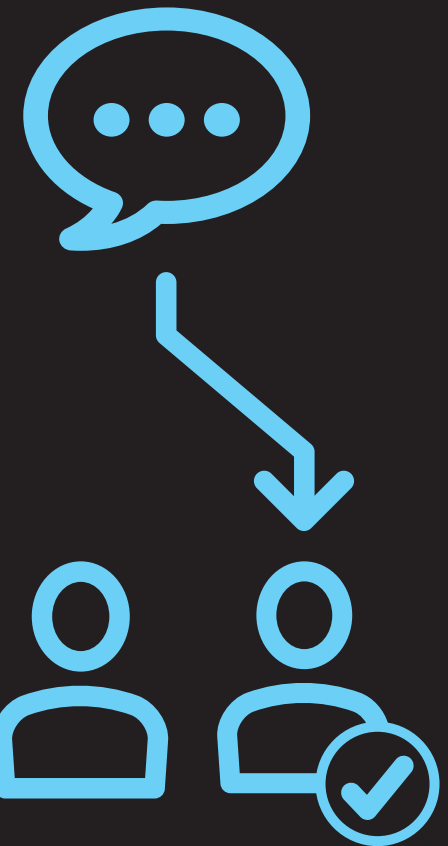


7. Send dynamic chat invites

You wouldn't ignore a customer who entered your shop. So don't ignore one who enters your site – say hi and ask if you can help.

9. Route chats to relevant agent

Customers want immediate expertise – live chat is live, after all. So, use automatic skill-based routing to send the chat to the agent best equipped to respond.



6. Use canned responses

With pre-set, automated live chat responses to commonly asked questions, you'll ensure both accuracy and speed when dealing with queries.



8. Don't neglect grammar

You can be sociable without being sloppy. It's important to keep live chats as personable as possible, but don't forget to be professional, too.



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10. Use live chat translation

Language barriers can be removed with auto-translation, so your agents can speak to customers quickly and clearly – wherever in the world they are.



11.

Enable file transfer

The ability to send documents back and forth in real-time prevents channel disruption, letting you continue your chat in the same place.

12.

Send pre-chat surveys

Acquiring key preliminary information like name and required department is not only great for gathering data – it also helps you give quicker, more relevant service.

13.

Send post-chat surveys, too

Be sure to assess customer satisfaction after the chat is completed. That way, you can continuously improve your online support.



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You don't need to know the user's telephone number, marriage status or job title to give them great live service. Stick to the essentials only.

14. But don't go overboard
with the questions



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15.

Use alongside live web analytics

If you can see precisely what the visitor is doing (and viewing) on your site, you can then reach out with timely, specific live chat service.



16.

Suggest co-browsing sessions

Some customers may need in-depth support. So, launch a co-browsing session and take a more hands-on approach with their web session.

18.

Check chat history

Return customers don't want to reintroduce and repeat themselves time and again. So, check chat history to ensure you have their details to hand.

17.

Monitor chat sessions

By giving managers the opportunity to monitor all chat sessions in real-time, you create huge opportunities for internal training and employee support.



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19.

Place live chat buttons up front

Don't bury your live chat button deep within a contact page. Make it immediately available – that's the whole point!

CAN WE HELP? ^



20.

Integrate with your CRM

Valuable customer exchanges take place within live chat sessions. So, integrate your solution with your CRM to store that data where it belongs.

21.

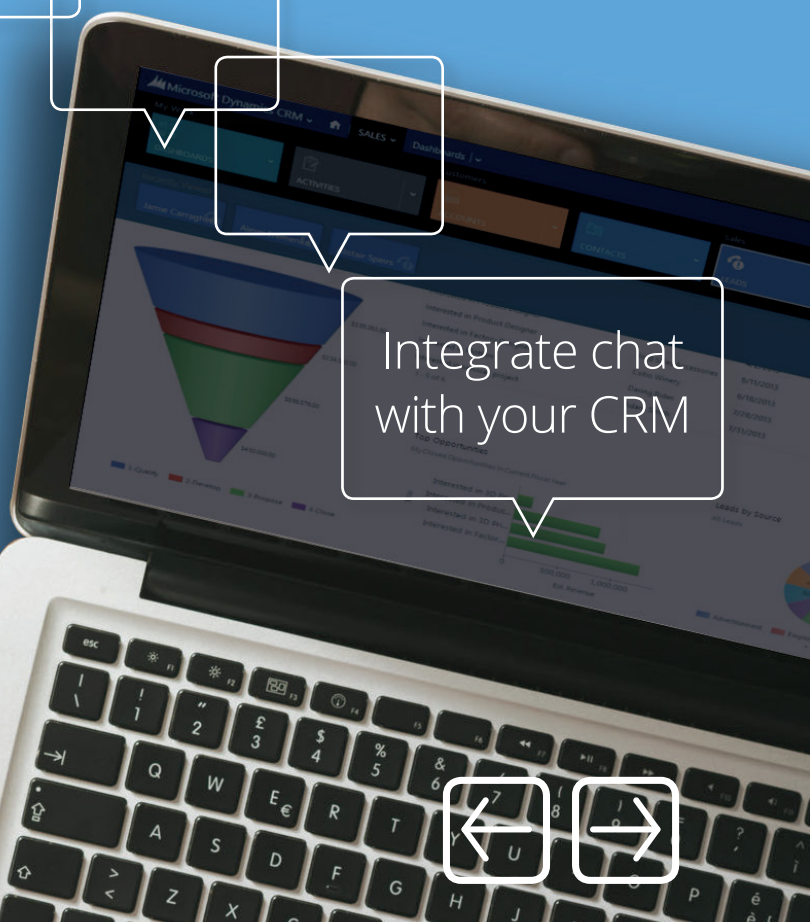
Enable "whisper" messages

With private messages only visible between managers and agents, employees can receive live support during more difficult chat sessions.

22.

Keep a consistent chat tone

For a streamlined customer journey, the tone of voice used in chat sessions should match the tone you use on your website, social channels, emails, and all your branded materials.



Integrate chat with your CRM

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23.

Offer video chat

Don't just tell: show. A live chat solution that also offers video lets you offer face to face service online – going the extra mile to support your customers.



CLOSED

24.

Remove chat options out of office hours

To manage customer expectations, you should always show your live chat availability. If you don't have live chat manned during certain times, make it immediately clear.

25.

Set agent chat schedules

During peak times, you need to ensure you have sufficient coverage to handle all chat requests. Give managers the option to set agent schedules and cover your bases.

26.

Respond within 60 seconds

Customers use live chat for its immediacy. If you're not responding within the minute mark, you're giving your customers a false promise.



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27.

Avoid jokes or sarcasm

Humour often gets lost in translation during chat sessions – the participants don't know each other and don't have visual cues to rely on.



28.

Customise your chat box

Your chat box should be noticeable, but it shouldn't be so conspicuous that it clashes with the look and feel of your site.

29.

Offer customers a transcript

With email trails, customers have a clear record of information shared. Mirror that service within chat sessions by offering transcripts of the conversation.

30.

And keep transcripts for yourself

Your live chat transcripts hold solutions, exemplar customer service examples, and reusable content. So, use them to populate your knowledge base and FAQ.



31.

Be engaging

Chat is ultimately just that: chat. So, treat this less like a formal pitch or training session and more like a two-way conversation.

32.

Don't launch the chat in a new web window

If the customer clicks on a chat button, they want to talk where they are, as they're there. They don't want to be redirected to a new tab away from what they were browsing.

33.

Use (real) images of agents

A display picture of the agent can help add a personal touch to the chat session. But make sure it's not a stock photo – you'll immediately lose credibility.

“

Don't use a stock photo – you'll immediately lose credibility.

”



34.

Automatically accept chats

A live chat user doesn't expect to wait. All chat requests should be accepted automatically, before the customer loses interest and exits your site.

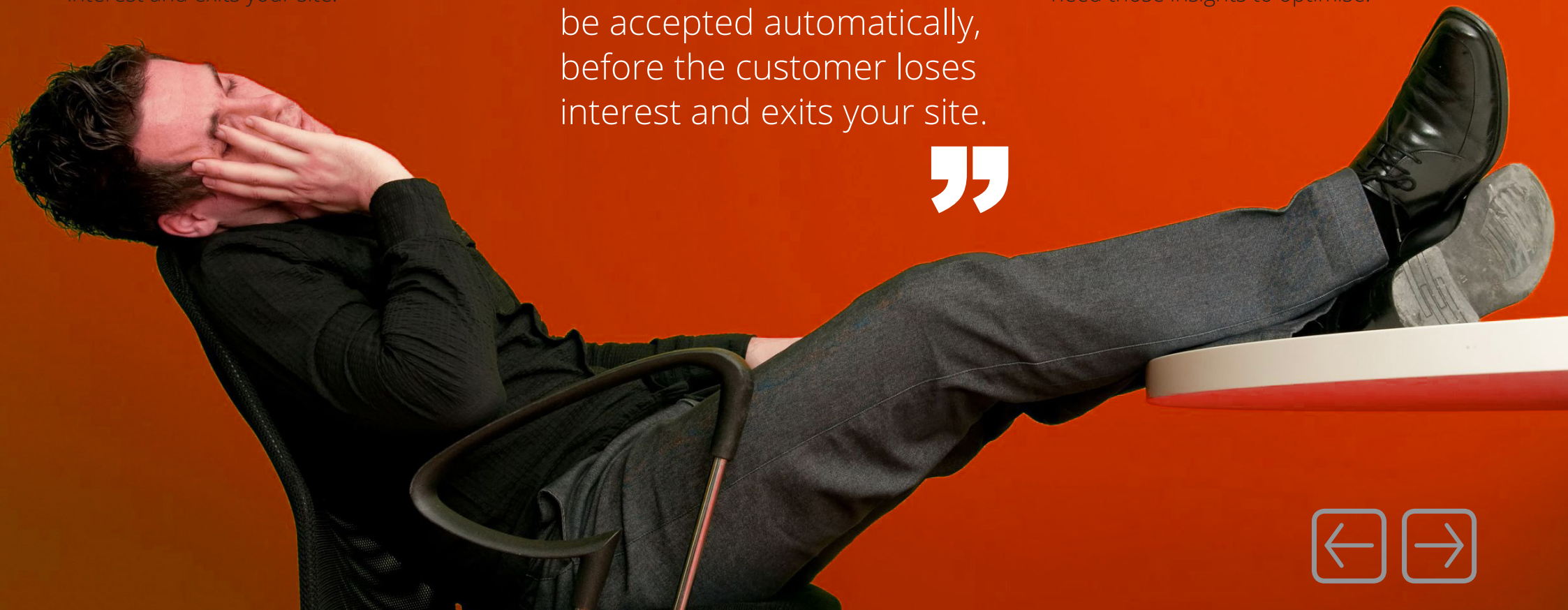
“ Chat requests should be accepted automatically, before the customer loses interest and exits your site.

”

35.

Use a KPI dashboard

KPI dashboards will show you things like number of active sessions, average reply times, and most responsive agents. You need those insights to optimise.



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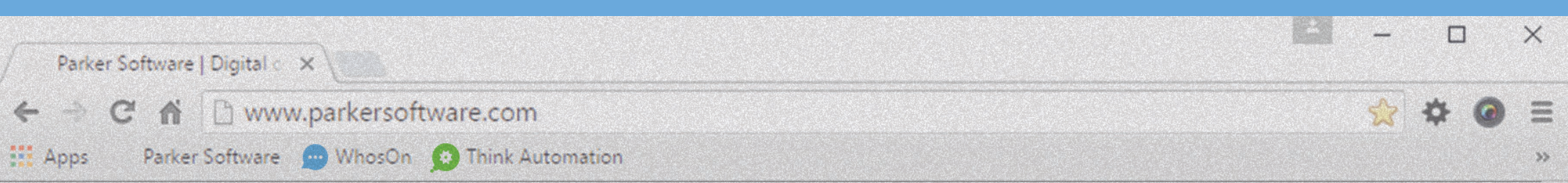


36.

Train your agents

You wouldn't give a telephone operator zero training on how to handle customers. So don't make that mistake with your live chat agents.





37.

Use relevant website triggers to launch chats

Customer been on a pricing page for 20 seconds? Ask them if they'd like a pricing break-down. Are they spending time on your FAQ page? Pop up and ask if they need help.

38.

Be accessible, but not intrusive

Don't make your chat buttons huge, don't make them hover around the page, and don't interrupt the user's session the very second they land on your site. It's aggressive.

39.

Make it enticing

Again, you don't want your live chat button to be intrusive. But adding subtle features such as a slight wiggle or small bounce will attract attention and encourage engagement.

40.

Use standardised placement

People look for live chat at the bottom right hand side of web pages – it's the expected norm. Adhere to that so the user doesn't have to look around for help.



41.

Keep the customer informed

If you need 2 minutes to find out some information – let the customer know that there'll be a slight wait. It's courteous and prevents frustration.

43.

Don't use custom fonts, text sizes and colours

Honestly: that size 20, cursive font in a bright shade of pink doesn't look good. And it's difficult to read, too. Stick to the standard.

42.

Add a chat button to marketing emails

Sending out comms about a new offer? Include a live chat button so that customers can immediately enquire – without the pressure of a phone call.

“

Customers can immediately enquire – without the pressure of a phone call.

”



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44.

Give the user a heads-up

If you're sending a file or a link, let them know precisely what you're doing beforehand. With so much online malware, customers won't appreciate anything unexpected.



45.

Upsell and cross-sell

Any live chat is an opportunity to convert a web visitor. So, make sure your agents have had basic sales training so they can upsell or cross-sell whenever possible.

46.

Don't be curt

Replying "OK" or "fine" to a customer sounds brusque. If the visitor feels like you're disinterested or rushing them, they're not going to convert.

47.

Give people time to respond

Don't be a "machine gun" messenger. Sending multiple questions to a user before they've had time to answer feels like an interrogation – not a chat.

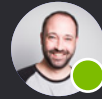


My Status

- On Line
- Busy
- Be Right Back
- Away



Status Message: Update



David Smithson 😊
WhosOn (Technical Support)
United Kingdom (Stoke-on-Trent)



Follow Page

Contact Information

Conversation

SFDC

Visitor Information

Company: Clean.com

48.

Manage your status

Dealing with 5-6 chats at once? Set your status to 'busy'. At lunch? Set it to 'away'. You don't want to be receiving chats that you can't respond to.

49.

Close with something sincere and specific

End the chat on a high by thanking the visitor for their time and making them feel appreciated. Happy customers are loyal customers.



Chats

Closed Chats

Team

Monitor All

Sites

Feedback



50.

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Promote your live chat

Last but not least: broadcast the fact that you offer live chat support. Direct social enquiries to live chat, add it to email footers and let callers know it's available as a quicker option.





Wrap up

Done well, live chat is a powerful tool to delight your digital customers. Done badly, it's little more than a false promise splashed up-front on your website.

So, get it right. Use a feature-rich live chat solution that allows you to implement these tips. Use WhosOn.

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Chat to
us now!

