

Live Chat 3 Follow-up Email Series

(Email 1)

Sub: Harness the Untapped Potential in your Website



Hey [[name]],

You've probably spent countless hours and dollars on your web presence, SEO, Social Media, Web Design – but what good is it to drive traffic to your site if the people leave without so much as clicking on a link?

Live Chat is your solution to turn visitors into a real, tangible, marketable leads. This week we're sharing with you our series on Live Chat and Live Chat Service – and what it can bring to your business.

LIVE CHAT HARNESSSES THE UNTAPPED POTENTIAL OF YOUR WEBSITE

There are 4 reasons why Live Chat is undeniably one of the must have web tools today:

- 1) **Convenience for customers** – *44% of online consumers say that having questions answered by a live person while in the middle of an online purchase is one of the most important features a Web site can offer.*
- 2) **Proven to Increase Sales** – Example: *Wells Fargo (used) online chat to drive sales, and happily, ... the results have been crystal clear. High customer satisfaction scores and a **double-digit increase in converted shoppers** have shown the value once and for all of this technology.* (Fortune 500 Study)
- 3) **Competitive Edge** – Providing Live Chat services can be intimidating, and **other mid-size and small local businesses don't use it for fear of expense and fulfillment.** With our Outsourcing you can offer a solution to your customers that will provide 40 hours a week of live, U.S. based chat support and will cost less per month *than a minimum wage employee working only part time.*
- 4) **Customers Love it!** – With Live Chat you fix your customer's frustrations before they become road blocks! By having a quick and easy way to have their questions answered, customers will find your company easy to work with, attentive and they will feel that you genuinely care about them. And that's priceless!

Don't leave money on the table or let a visitor go unnoticed. Add Live Chat to your site!

For more information on Live Chat and Live Chat Outsourcing Services we provide please click [HERE](#).

To your success,

<Your Name>

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(Email 2)

Sub: What is "Live Chat" and how will it help me make more money?



Hi [[Name]],

I hope you saw my email yesterday on Harnessing the Untapped Potential in your Website with Live Chat (if you missed it you can read it here). Today I want to talk more about what Live Chat support really is and how it can be the ticket to making you a lot more money.

Live Chat is an excellent way to instantly interact with visitors to your websites.

A lot of the big name online retailers use it as their first line of customer service, but you **don't** have to be Amazon.com to reap the benefits of Live Chat on your site...or to be able to afford it.

Live Chat is the preferred method for customer service. Small businesses are finding the incredible value it provides as a lead generation system and a way to solidify a relationship with a potential customer.

Live Chat, on a site; looks like a small "widget-like" window where you, your employees or a representative of your company can chat live with visitors. It's a lot like texting.

Our Live Chat software comes packed with features that make it incredibly simple and effective. You can **answer your customers' questions, cycle coupons or advertisements** under the chat box, and you can ask your visitors for **more info** about themselves with "forms" right through the chat. Once a form is filled out, it will be emailed to anyone in your company that you'd like.

A chat box on a site says, "I'm here to help you and solve your specific problem, please ask me a question – and together we can get you what you want more quickly." It's warm, inviting, helpful and friendly.

With Live Chat you are **instantly connecting** with your visitors, humanizing your company's online presence and giving them service at their convenience.

Personally, since I discovered Amazon's chat support I have not shopped at any other mass online retailer, period. The service and support I receive from Amazon Chat support impressed me so much that not only am I a loyal customer – I "broke up" with all of my other online stores.

That's what Live Chat Service is, it's the tool that will set you apart and make your customers and the one's that you haven't even met yet, **customers for life!**

For more information on Live Chat and Live Chat Outsourcing Services we provide please click [HERE](#).

To your success!

<Your Name>

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(Email 3)

Sub: Live Chat – an incredible ROI Opportunity



Hi [[Name]]

This is day three of our Live Chat Service Series – if you've missed our other articles you can read them [here](#).

We've talked about why your site needs Live Chat and what Live Chat is. Today I want to discuss the realities of implementing a Live Chat on your site, the investment, the ongoing expense and a general cost benefit analysis of Live Chat.

Having Live Chat service on your site is like having a **virtual support and sales assistant**, but this is only a benefit if there's someone to chat with your visitors when your visitors wants to chat.

While it's true that Live Chat has an offline messaging system, to really maximize the benefits of a Live Chat service, you need a knowledgeable live person on the other end interacting with and proactively engaging your site visitors.

Unless you plan to monitor your site 24/7 (which is possible with the web chat interface and mobile Apps) **you will probably want to get some assistance monitoring your site.**

Investment

Live Chat software can be an incredibly expensive tool or you can get a free plug in somewhere on the internet. But with all things – you get what you pay for.

Unless you are going to monitor your site, you will either want to hire an assistant or, the more economical choice, outsource the chat monitoring.

A full time assistant monitoring chat from 9am to 5pm, Monday through Friday at \$10 an hour (although you could offer them less, but I use \$10 for easy math), that will cost you \$400.00 per week or \$1,760 a month (with the average month having 22 working days) and roughly \$20,000 a year (Depending on if you pay for holidays and so forth). Say you offer them less than \$10 an hour... say HALF! Even at \$5 an hour you're paying more to hire someone than you are to outsource to our team.

Live Chat Support Service with us for 40 hours a week is \$497 a month (THAT'S LIKE HIRING SOMEONE FOR \$2.50 AN HOUR)!

The two biggest problems companies run into with outsourcing support are 1) language barriers and 2) automated responses. You could try to hire someone overseas for \$2.50 an hour, but do you want to?

If a visitor clicks a "chat now" button they are ready for help, and nothing is more frustrating than getting an automated response in hard to understand English!

Our U.S. based Outsourcing team is trained in the art of customer service via Chat Support. We will get to know you, your business and your website so we can give eloquent and accurate responses that are helpful and appropriate to your visitors. We understand that WE represent YOU. Your success is our success.

General Cost Benefit Analysis

Every business is different. Every case is unique. But I want to share with you the results we had with a car dealership once we implemented Live Chat:

- Figures based on average from April 2015 through July 2015
- Visits per day on average: 57
- Daily initiated and engaged chats (non "bounced" visitors who stayed more than 15 seconds): 46
- Daily average leads generated from chats: 15
- Sales revenue increased: \$17,565/month (average)
- 4 month increase total: \$70,260 vs. Live Chat & Chat Service: \$885.00 (Live Chat \$97 + \$197 X 4 months)

While we can't attribute all of our revenue growth to Live Chat – getting 15 HOT leads per day (name, number, and car of interest) to the sales team definitely contributed. Let's assume that only 1/10th of that growth came from Live Chat leads that wouldn't have bought cars if there wasn't chat. That still covers the cost of the Live Chat software and support **20 fold!** Those aren't numbers to take lightly!

Let's talk about what Live Chat can do for you!

<Your Name>

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