

The go-getters guide to saving sales through live chat



Don't let sales and conversions slip through your fingers this Black Friday and Cyber Monday. Learn the ins and outs of live chat through:

- ⇒ Best practices and the best chat etiquette
- ⇒ How to use live chat to save a sale
- ⇒ Advice for chat operators to enhance the customer service experience
- ⇒ Canned chat responses to get you started

The truth behind live chat: 5 things you need to know

1. **Customers aren't going to hunt for answers:** [53% of customers will abandon their online purchases](#) if they can't find quick answers to their questions.
2. **Live chat is preferred over other communication methods:** [More than half of customers favor live chat](#) rather than calling in to a company for support.
3. **More customers turn to live chat:** The number of customers who use live chat as their preferred customer communication channel [has increased by 50% since 2012](#).
4. **Why do they prefer it?** The primary reasons for choosing live chat over phone or email is the lack of a hold time, convenience, email-ready chat logs and the ability to multitask.
5. **Works across all ages of customers:** Even though most business assume that Millennials use live chat the most, live chat is enjoyed by several ages of customers. [Software Advice research](#) found that customers between 18 and 54 were most likely to use chat at least a few times.



Case study: Live chat really works

[BigCommerce merchant GLM Displays](#) used live chat with the ultimate goal of creating repeat customers. It also enabled the team to continue fostering customer relationships, building trust and increasing efficiency without taking them away from their other tasks.

Real-time insights allowed the team to engage with customers while they were still on the website in that moment. As a result, GLM Displays was able to use this information decrease customer bottlenecks by 70%.

Tip: Get it installed now in time for BFCM

Getting live chat installed on your website now gives you time to improve your chat processes and operator responses during BFCM. Even as a team of one, you'll be more comfortable handling multiple chats at once and setting up things like canned chat responses or away messages.

Top 3 best live chat practices

1. Respond quickly

[According to SuperOffice](#), the average response time for live chat support is 2 minutes, 40 seconds. The slowest wait time recorded was 9 minutes. [HubSpot research shows](#) that 82% of consumers look for an “immediate” response to their marketing or sales questions. This number jumps to 90% if consumers have a customer service question.

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Your take-away: Stay on top of chats and respond in a timely fashion to requests. If you don't know the answer to their questions and need to find additional information or assistance, inform them what you are doing.

2. Be human, not a bot

[In an eMarketer report](#), 46% of customers prefer interacting with a human, even if a chatbot saved them 10 minutes. Chatbots can help with simple requests, but complex problems still require an operator. In fact, 58% of customers say that chatbots aren't as effective as they could be. Even if you don't use a bot, make sure you don't sound like one.

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Your take-away: Keep your tone conversational. Don't be blunt or short; type a response like you would write to your grandmother. Be cheerful, friendly and jargon-free. If you aren't sure if a conversational tone will work, match the customer's tone.

3. Let customers know what to expect

While some businesses can offer 24/7 live chat support, others may not. [More than one-third of customers expect customer service](#) to be available at least 12 hours a day, seven days a week. When it comes to chat, always be open and honest about any wait times that could slow operator responses and your business hours.

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Your take-away: Just be honest with your customers. It's OK to not offer 24/7 live chat support, but people should be able to find your operating hours on your website. Set up an away message for your chat system – it can help people send messages to your business after hours. If you use Lucky Orange live chat and have your away message enabled, the away message will also automatically pop-up if an operator takes more than 10 seconds to answer a visitor-initiated chat.

Quick ways to save the sale through live chat

Be proactive

If you're using a product like Lucky Orange, you can watch live visitors interact on your website. Don't wait until someone is on the verge of leaving. [BigCommerce merchant LegalSupply trained operators](#) to spot people browsing a high number of pages or missing the call to action buttons.

Once operators found potential customers struggling, they would jump in to ask the customers to chat. They didn't wait for customers to reach out to them, even if the website featured an on-site "Ask to chat" button.

Overcome hesitations

Buyer hesitation impacts both B2B and B2C businesses. The customer isn't ready to make a purchase right away and is trying to decide whether or not to make purchase. Being proactive can spot these hesitations and put your operators in the driver's seat to help customers make a decision by:

- **Sweetening the sale:** Strategically offer deals to help someone decide to check out. If you see someone from a different state has added products to their cart and is on the shipping page, don't just offer an answer to shipping questions. Instead, offer free shipping to help sweeten the deal. [Ninety percent of customers say free shipping](#) is their top incentive to shop online.
- **Suggesting bundles:** If a customer perceives the value of a product bundle to be higher, you're going to see a potential uptick in sales. If you sold gaming systems and saw a customer clicking around a gaming system's product page, a chat operator could offer a bundle. Instead of just the gaming system, the customer could now get the gaming system and a popular video game together at a 15% discount.
- **Cross-selling:** It's like bundling but without the discounted offer. If you sold footwear and someone placed a new pair of shoes in the cart, your operator could suggest popular shoelaces that would match the shoe style, socks and even a shoe protector spray. You're thinking what could be complementary to the purchase.

B2B? Look at chat logs (and more) in HubSpot

If you use HubSpot's CRM, you can integrate Lucky Orange directly into your HubSpot CRM. Each contact's timeline will populate with chat logs, session recordings and dynamic heatmaps to help you see each what questions were asked, what elements were clicked and how the contact behaved.

With this information in hand, you can tailor your pitch to be more relevant to that specific lead.

A guide for operators for a better customer experience

Make it personal

Introduce yourself to customers and upload a photo as your profile picture if possible.

Listen with empathy

Acknowledge the customer's situation and frustrations. Make them feel valued.

Stay positive

Even if the answer isn't positive, avoid saying "no." Offer an alternative that will still meet their needs.

Don't get too technical

Talk to customers like you would talk to your grandma. Keep answers short, clear and easily understood.

Speak their language

Google Translate helps with common languages, but utilizing native speakers is best.

Co-browse with them

Lead them to the right product while you're chatting with them through a co-browse feature.

Link to help docs

If instructions require three or more steps, link to a help articles and documentation instead.

Know your products/services

Empower your operators. Make sure each operator knows the latest features, products and services.

Always be honest

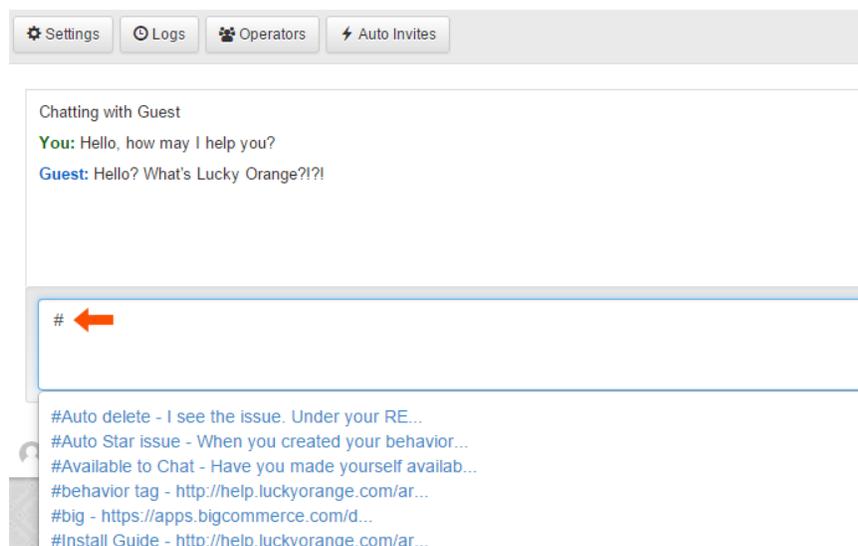
If you don't have the answer, be honest. Follow-up with them by sending an email update.

Remember the basics

- ⇒ AVOID USING ALL CAPS
- ⇒ Use emojis sparingly (and when appropriate)
- ⇒ Don't neglect your grammar
- ⇒ Stay away from abbreviations and acronyms, whether it's industry-specific or common use (i.e., LOL)
- ⇒ Respond quickly
- ⇒ Give people time to respond
- ⇒ Avoid replying to someone with an "OK" or "fine"

All about canned chat responses

Canned chat responses are like the speed dial of pre-loaded answers to visitor questions. It can help operators answer questions efficiently and effectively without losing that personal touch customers still demand.



When should you use canned chat responses?

Answer basic questions. These answers may include the company address, business hours, websites, contact details, general pricing or FAQs. You can also easily include links to the related webpages as well.

To share links and answers to popular questions.

Lucky Orange uses canned responses for questions regarding integration guides or how to pass through custom user data. We also include links to the related help documentation for easier access.

For personable introductions and signoffs.

Some of our users have found that it's helpful to create canned responses for an easier introduction or sign-off. Just be mindful to keep it personable!

Professionally respond to misdirects.

Did someone find your website while looking for something with a similar business name? A canned response can nicely address the mistake.

Share recent videos, webinar replays or upcoming webinar events.

Avoid creating a shortened link if possible to keep your canned response feeling as genuine and spontaneous as possible.

Top canned chat responses

Here are popular canned chat responses to consider implementing in your live chat system. Customize them to fit your own audience and needs. You can also link to specific product pages or help documentation as well.

General

Hi! How can I help you today?

Hi! I'm _____. Is there anything I can help you with today?

You're welcome! Is there anything else I can help you with?

Welcome back! If you have any questions, I'm here to help.

It looks like we're out of that product. May I suggest ____ as an alternative?

We're open Monday through Friday, 8 a.m. to 5 p.m. (Central time).

Good morning/afternoon/. Can I help you with anything?

Thanks for your time. Let me know if there's anything else I can help you with!

I'm reviewing your account details now. Please bear with me for a few more minutes.

Hi! Do you have any questions about shipping? I have a free shipping offer if you are interested.

Dealing with angry customers

I'm really sorry this happened. I'm going to try to find a solution to it.

I'm really sorry about that. Can you please tell me what happened?

I'm so sorry this happened to you. I understand your frustration and will do my best to help you.

I'm sorry you didn't receive your purchase yet. Please let me see how I can make this right.

I'm so sorry to hear that! Let me get back to you with the current delivery status of your product.

I apologize for the inconvenience! The amount will be refunded back to your card within 3 business days.

I'm so sorry that _____ wasn't what you expected. Let me talk to my supervisor to see what we can do.