

The **PROS** and **CONS** of deploying managed Live Chat on your website (or not!)

1 You can be available 24/7 to customers.

Upto 52% of your website visits take place when your office is closed, so no need to miss an enquiry again.



2 Live Chat is the first choice contact channel for website visitors.

Visitors are familiar with Live Chat, they expect it, and they want to use it.



3 Live Chat allows you to qualify a visitor there and then on your site.

You have a golden opportunity to capitalise on their immediate interest in your services.

Customers will have to wait until you are open.

In the meantime, they are likely to check 2-3 of your competitor's websites, and may receive instant service.

Not receiving instant response, forced to use email or telephone.

Customers are multi-tasking, too busy to wait, and may prefer to look elsewhere.

No contact, or enquiry details, means a follow-up using your valuable time.

By which time, the moment may be lost, the customer has moved on, or is now unavailable.

4 Live Chat enables you to immediately resolve barriers to their continued interest.

Answer their questions in real-time to keep them on your site, avoiding them going elsewhere.

5 Human operators can actively nurture interest with conversation.

Building trust and empathy, handling objections, encouraging the visitor to next purchase stage.

6 Live Chat acts as first line of contact, saving your team time.

Dealing with basic initial enquiries, and effectively filtering strongest leads for their attention

7 Live Chat is measurable and accountable.

Every lead generated can be quantified, tracked, and outcomes set against the service cost.

Without an answer to a question, a customer loses interest, not willing to wait or work harder.

Often they cannot or will not spend time searching for the answer on your site, quickly losing patience.

There's no-one available to show immediate interest in their needs.

They can't quickly and easily convey what they want, and put the ball in your court to look after them.

Costly, expert staff must spend valuable time, doing the basics.

Which is false wisdom, taking them away from high value, highly skilled tasks that grow your business.

Your website is under-optimised.

Lost opportunities would more than deliver a positive return on investment, and increase revenue.