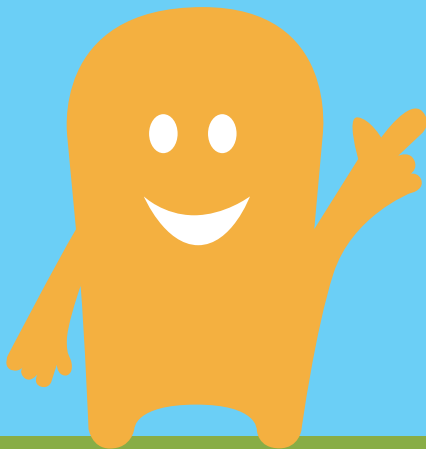
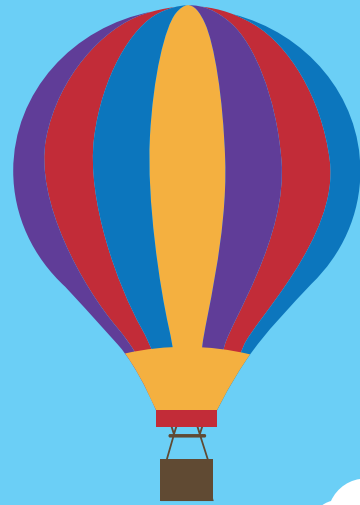




yomdel

# Fully-Managed Live Chat



Engage. Convert. Grow

It was **4:27am**, in the dark of night, when Rosie booked the viewing for her and her fiancé to go and see the house that she'd set her heart on...



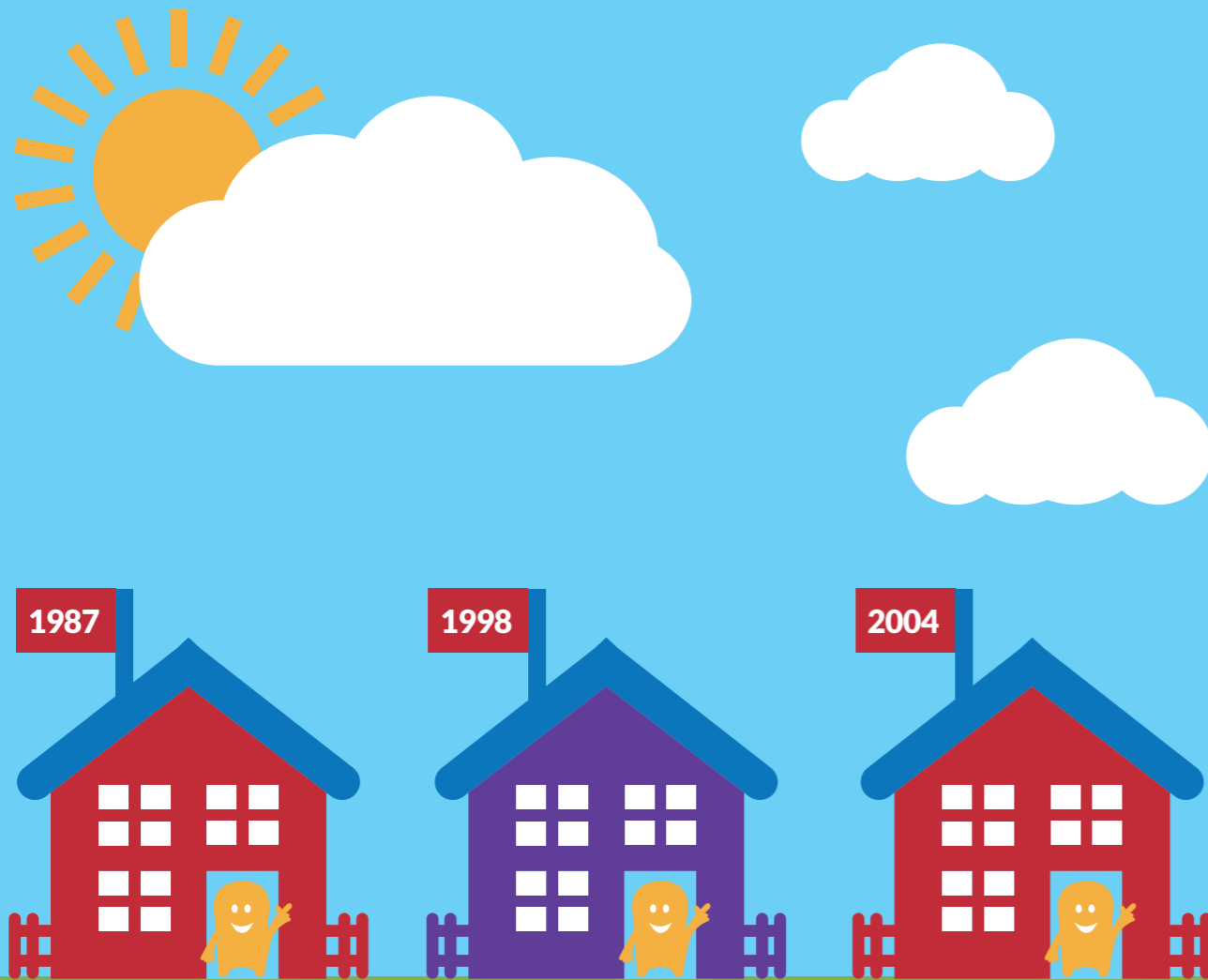
**...the house of her dreams.**

She went back to the ward wearing a grin as wide as any Cheshire cat.

*"I've done it."* she told her colleague, Megan, as the two paediatric nurses did their rounds once again. All was still quiet.



Rosie works nights most weeks - she has done for almost 30 years. When Peter, the estate agent arrives at his desk five hours later and picks up the notification of Rosie's viewing, she'll be tucked up in bed, alone, while her fiancé, Mike, a plasterer, is out on the tools.



When Rosie had bought her three previous houses, in 1987, 1998 and 2004 she could never have booked a viewing in the middle of the night. Even now, most estate agents in the UK don't use 24/7 live chat.



They're open during 'standard' business hours, and when they close at 5:30pm, or at weekends, their customers are bereft of any communication other than the fixed information that's available on their website.

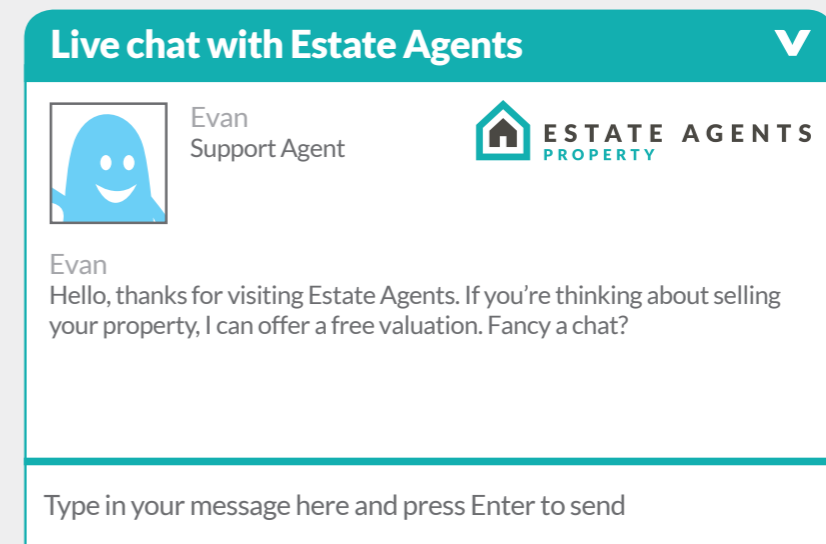


Managed live chat enables your business to be open 24 hours a day, 7 days a week...

...and many more of your customers are like Rosie than you might first think.

Oh sure, they don't all work nights - but they do live busy lives and their commitments with children, work, domestic arrangements, and hectic social lives all get in the way of them wanting to do business with you at the times when you are typically open.

Managed live chat fixes that. 



At a stroke. 

Providing of course that it's handled properly and the **conversations** are good - which we'll come onto in a minute. But first, a bit of background...



## When we launched Yomdel in 2014, our first three clients were estate agents.

Now, more than four years later, we're handling in excess of 70,000 chats every single month, we are the UK's only multiple-award winning provider of managed live chat and our clients are found in numerous sectors, including finance, medical and automotive.

The huge number of real-life chats every month means we've got a really good insight — probably better than anyone else in the UK — into people's behaviour, how your customers prefer to do things, what questions they're asking when they visit your website, how they think and what they expect.

### Because, you see, your customers are real people.

Which means that when they're on your website, they won't always know where to go to find what they're looking for.



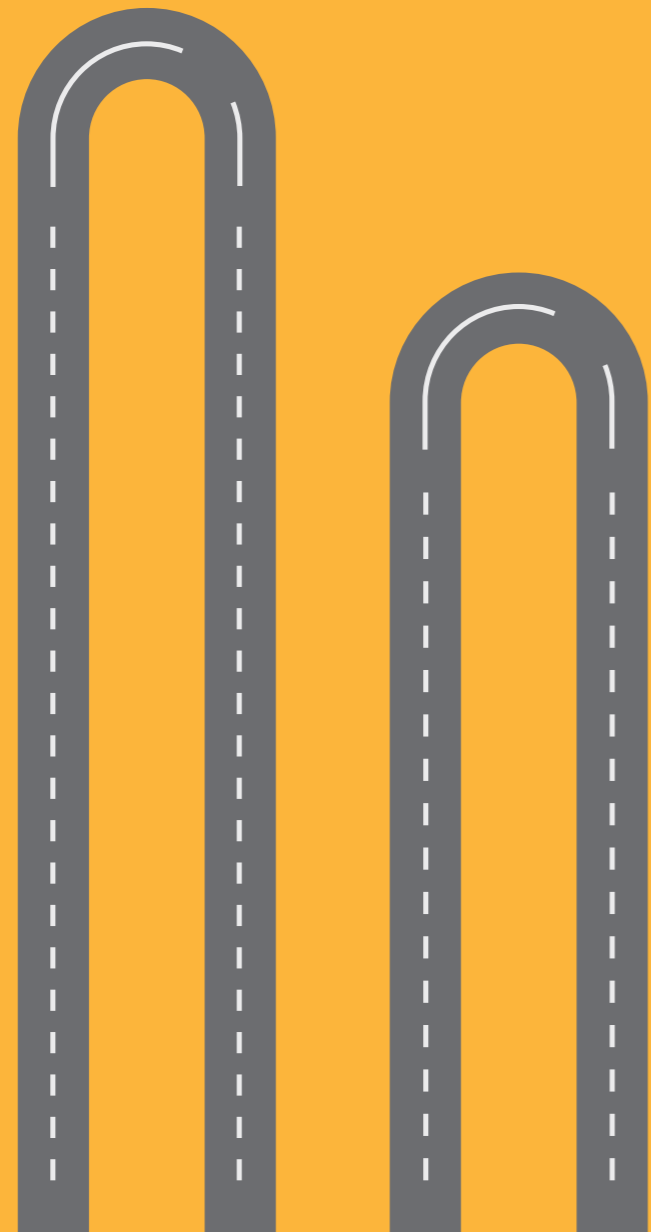
**Google did some research that looked at the typical car buying journey.**



**They followed a woman called Stacey over a three-month period while she decided which car she was going to buy.**

They tracked her from her first point of research to the day she received the keys. During that three-month period she had over 900 'digital interactions'. That's a lot, right?

You're likely to have the equivalent of Stacey looking at what your business has to offer, and many of those 900 interactions are taking place when you're closed. Or, if they are, she's not necessarily in a convenient place to give you a call or talk to you.



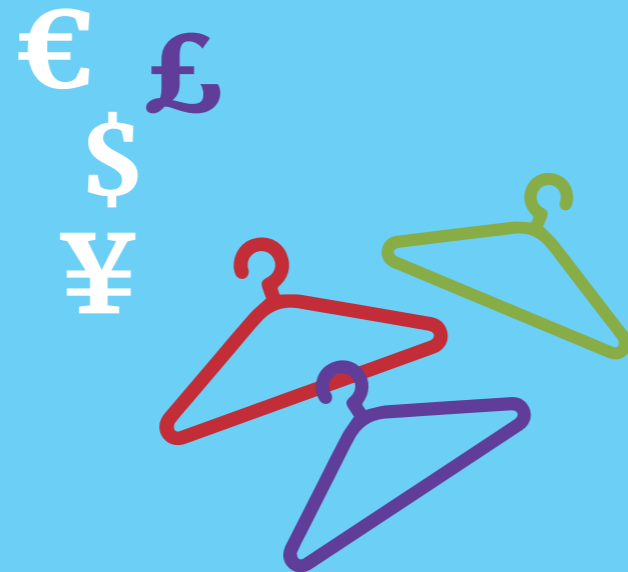
# You'll know how much traffic you're getting to your website.

We call them visitors and, in simple terms, if you convert more visitors into leads or enquiries and ultimately into customers, then your business develops and grows as a result. Simple.

## On Holiday



## Whilst Shopping



## At Work



## Walking The Dog

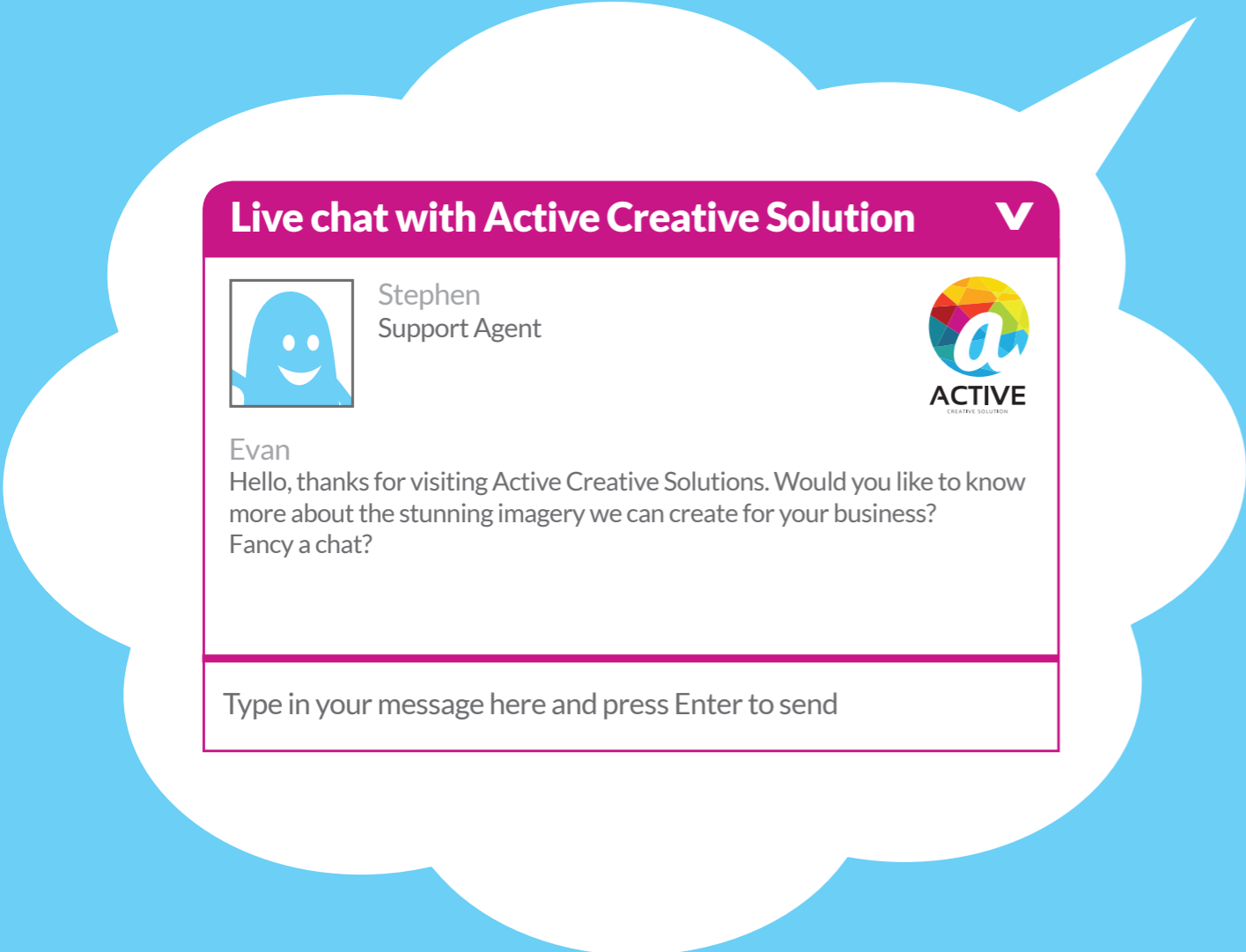


**But, of course, being real people, with real lives, your customers are everywhere all of the time AND they're always connected.**

Their phones are always with them. Which means that, just when it suits them, your customers want to engage with you, talk to you and ask questions of you.

**Which might not be when it suits you – just like Rosie.**





Remember those **70,000+** chats that we handle each month?



of them come outside of standard business hours.

A quick glance at your Google Analytics stats for your own website will tell you the same thing - **significant chunks of your potential customers are looking at you, considering you, visiting you when you've got nobody there.**



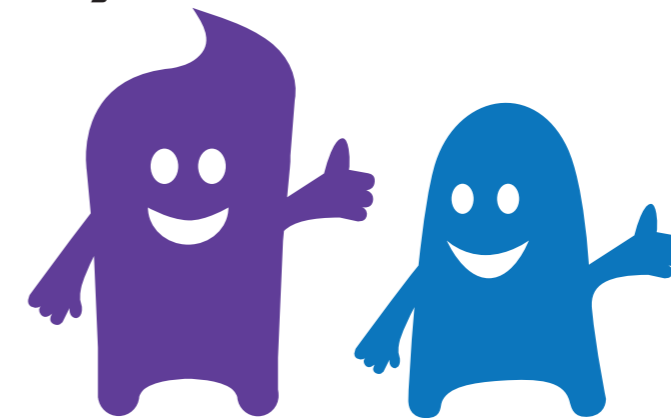
Now, in the digital world, what we're also seeing is a marked shift in the way consumers, across all sectors, are making buying decisions.

One such shift is **the growing importance of conversation.**

People want to chat.

To ask questions, seek reassurance, build trust, and even buy.

**Conversation is the key to new leads.**





Oh sure, automation is great, but people are pushing back against impersonal online communications designed to replace real life human interaction.

## **We believe**

- and there is considerable evidence to support this -

**that the futures belongs to companies that invest in real one-to-one, human-to-human interactions.**



That's why having real life, human-to-human intelligent live chat on your website, staffed and working effectively 24 hours a day, 7 days a week, really is one of the smartest things you can do. This not only increases sales and grows profits, but creates exceptional customer experiences.

*But, like so many things in life -  
and as Bananarama sang in 1983 -*

***“it ain't what you do, it's the way that  
you do it. And that's what gets results.”***

**When Yomdel launched, our target was to  
be online and engaging in conversation  
within 30 seconds of a chat being requested  
(even at 4.27am!)**

**But for us, good is not good enough!  
We challenge you now, right now, this  
minute, to pause, stop reading, and look  
at your watch, and wait 30 seconds.**

**It's.**

**A.**

**Very.**

**Long.**

**Time.**

It's an inordinate amount of time (way longer than the 8 seconds it's taken you to read this - because you didn't pause did you?)

As you've just proven to yourself, **people won't wait that long.**

Which is why, in 2017, we massively reduced our target response time. Not by 10% or 20%. No.

**We cut it by 50%**



We slashed our already world-leading response time to just **15 seconds** and now, consistently, day in, day out, **96%** of all our chats are initiated and managed within a **15 second window** - a massive **16% higher than the global average.**

**All the time.**

**On thousands of chats every day.**

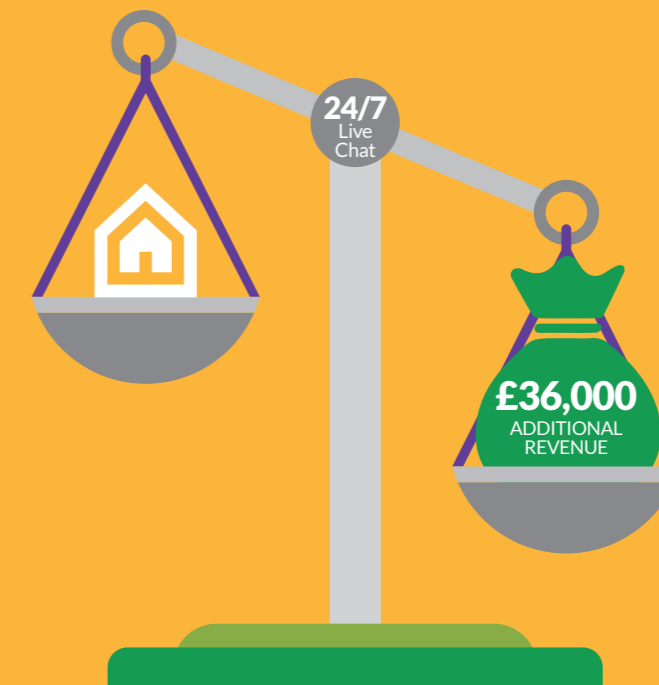
We promise you, getting back to people within 15 seconds is really, really important - and it's one of the reasons why we have globally-leading customer satisfaction scores of more than 96%.



People are social, they enjoy and cherish human interaction. But they're also impatient and want immediate answers. Real people. With real lives.

**Small things make a real difference.**

One of the businesses that we work with has calculated that the uplift of implementing Yomdel 24/7 live chat has been more than £36,000 of additional revenue, per branch, per year



And the reality is, almost all of that increase — achieved because they were able to have real, quality, 'conversations' at a time that suited their customers — flows straight down to the bottom line because there's minimal increase in costs.

*Of course, just 'being there' when they want to talk is only half the battle.*

It's true that there's great skill in how you handle live chats effectively.

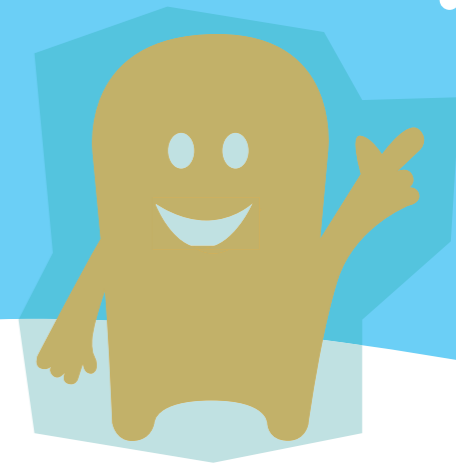
We call it our  
**Goldilocks Approach:**



**Come in too hot and you scare them away.**



**Too cool and they don't engage.**



**But live chat can change everything when you get it just right.**



For instance, a schoolboy error is to begin the chat with a question like,

**“Can I help you?”**

It might sound soft and non-salesy but it’s actually really ineffective at engaging people and getting them into conversation

(it’s the online equivalent of ‘Can I help you’ when you walk into a shop – everybody says, ‘no thanks, I’m just looking..’)

**You see, real people need prompting, because often, they don’t know what they don’t know**

just like Stacey with her car purchase.







Many of our chats (and there are tens of thousands every month, don't forget) run to 10, 12, sometimes as long as 15 minutes.

Think about that for a moment...



Imagine your prospects  
– real people – engaging  
with you via your website  
for 10 minutes.

The quality and depth of information  
gleaned is extremely high and that  
quality delivers quality leads.

**QUALITY INFORMATION**



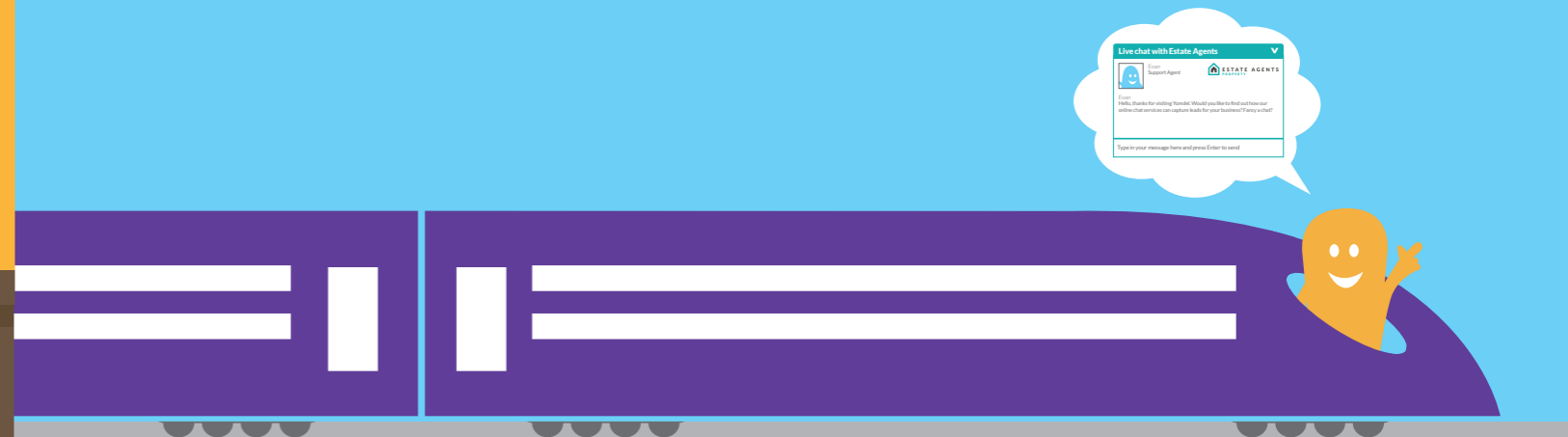
**QUALITY LEADS**





You see, your potential customers are always distracted, they are master multi-taskers and can do other things at the same time as being on live chat.

- They can live chat whilst they're at work and still look really busy to their colleagues in the office.
- They can do live chat on the train, on the bus, at the school football match.
- They can do it at 4.27 in the morning during their break on the night shift.
- They can do it at times when they can't ring you up — because you're closed — and anyway, often, real people can't be bothered to make a phone call. It's too big a step.





## But live chat is easy. Because they're in control.

The reality is that large chunks of your target market — real people — like to use live chat.

But most businesses don't offer it.

And the majority of those that do, only have it available during standard opening hours — which isn't when people need it.

And even when they do offer live chat, they do such a poor job both in terms of the quality of conversation and their speed of response, so any potential benefits are simply lost.

***“It ain’t what you do, it’s the way that you do it. And that’s what gets results.”***

**For live chat to work in your business, the conversations need to be:**

- a)** Available when your customers want them to happen – which isn’t just when you’re currently open;
- b)** Started and handled quickly – speed matters. We promise you 15 seconds is the benchmark acceptable to your customers;

**AND**

- c)** Of sufficient quality and ‘on brand’ that it moves your prospects meaningfully closer to doing business with you.

**Crack that and you have a major differentiator.**

**A significant competitive advantage.**

Our agents are trained  
in **your brand** and your  
language.

They're all experts. They build  
relationships and extract the right  
information in a way that makes your  
organisation look better to the people  
you want to serve.



But we're not asking you to take the  
plunge and try Yomdel live chat now.



**Much better that we have a real life human-to-human  
interaction, or, as we prefer to call it... a demo.**

We'll jump online with you and show you exactly how it works;  
how we get that speedy response; how we get that quality of  
conversation; we'll explore with you the potential impact that live  
chat could have on your business and generate not only increased  
lead flow, but also enhance perception, improve reputation, and  
whether it could get you your equivalent of viewings at 4:27am.

Book your demo today

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