Build Loyalty

LiveHelpNow
REACH OUT FOR BUSINESS

Whitepaper Topics

- ✓ You have more than you think.
- ✓ Teach your dogs new tricks.
- ✓ Being Proactive.
- ✓ Opening Chat Dialog.
- ✓ Automated Chat Dialog.
- ✓ Online More. Sell More.

You have more than you think

Starting something new has a few clichés. Starting with a clean sheet of paper, starting from scratch, any of which can bring paralysis analysis to any good idea. It can be a very beneficial strategy to put yourself in the position of the Apollo 13 engineers on the ground. They had to use what they had. There was no paper and no scratching. They were able to do the impossible with what they had.

You don't need something new, often costly and risky. To build loyalty or even better initiate loyalty with dormant customers, you need something of value. You already have this.

You and your staff are *THE* experts at your business. Within 10 minutes, you could probably come up with a long list of things you wish your customers knew. These might be special features you offer, results of our most recent customer satisfaction, 'how to' documents, or anything you already have.

But be careful, often marketers (including me) share what they want the customers to know, and often miss the point of what do the customers want to know. This is a big difference. One builds loyalty, the other often gets your loyal customers to go dormant.

Go collect what you have and then prioritize what your customers may want. Be careful. Be Smart.

Teach your dogs new tricks

One of the simplest loyalty building strategies is to teach your customers something new.

No doubt you have invested in your website, it likely has fancy menus, cool videos, great technology that connects to your database of products, probably even has amazing search for customers to find what they want.

Most websites have a conversion rate of < 4%. In the old marketing work, any marketer that could generate 4% was considered good.   Online, it's a must to look at it differently, this means that 96% of your potential sales left, maybe never to return.

By taking a more proactive, adaptive approach, browsers can be turned into buyers.

Being Proactive

Web sites are in effective, passive. They provide an interactive experience, with existing, pre-written content. Conversion is improved by writing good content, by writing detailed content, but regardless, it is still passive.

By monitoring your web visitors in real time, as if they are in your store, immediately a change occurs, from passive to active, from browser to buyer.

The sales team can monitor every web visitor, using the real-time web statistics, to identify how proactively to open the dialog. Upon review of the geographical location, web navigation history and search, the sales person proactively opens a chat session.

Opening Chat Dialog

The monitoring software collects and displays many different types of data.

As your team uses the monitoring software to be more proactive, it starts with the analysis of the visitors. This is done by reviewing each visitor and identifying visitors that are ready for contact. This can be triggered in a variety of methods.

1. Page Views – As a customer navigates your page, they view a variety of pages, getting comfortable with what you offer, however not yet taking the desired call to action. By using page views as your proactive trigger, your sales team can open dialog without having your visitor leave your website.

2. Landing Page – Each page on your website has a purpose, sometimes they are informational, sometimes with a specific call to action. Different pages can be used to trigger different proactive dialogs. By using the landing page, a focused dialog can occur about a specific topic or page reference.

3. Visit Time – Products are often researched online, a customers visit time is a good trigger to offer support. By providing proactive help, a customer is likely to refer to you or your store when making a purchase.

Automated Chat Dialog

Automated requests can be made to web visitors, from specific pages. This method provides many benefits, opening dialogs automatically enables your business to be more *effective* with opening messages and more *efficient* with your sales team resources.

Best Practices to being Effective

1. Open dialogs when a customer is on a product page, such as a specific item, not a category of items.
2. Open dialogs after a certain time spent on your FAQ page.
3. Create custom chat invitations for the type of chat; e.g. sales, service, inquiry.
4. Put effective practices in place, they will grow efficient over time.

Best Practices for being Efficient

1. Create a schedule for operators to handle chats.
2. Treat visitors as if they were in your store, face to face, build a relationship.
3. Create a KnowledgeBase for both Internal and External common questions
4. Escalate questions to a qualified sales person (a callback if necessary)

Online More Sell More

Each visitor that comes to your website has already cost you money. As competition increases, the cost per visit is increasing. Your business may have a great strategy for bringing visitors, it is time to turn those visitors into customers

By opening up a new ways to converse with potential customers, online tools are there to close more sales.

Integrating a proactive online strategy using chat, an email ticket system and a dynamic knowledge base opens all your doors for your customers. It provides your customer options to find what they want and provides your business new methods to close these sales. Getting started is easy.

LiveHelpNow Helps You Reach Out.