

Improve Conversion



Whitepaper Topics

- ✓ Understanding ROI – A REAL world Analogy
- ✓ Improving ROI - Simple

Understanding ROI – A Real World Analogy

Without LiveHelpNow is like being open for business, but having your door closed, poor signage on your door and having someone from accounting answer it after repetitive customer knocking. Some customers won't even knock, most will leave without knocking twice and there is no accountant I've ever met who makes a good salesperson. This is obviously a bad situation. Is this your website?

Here is a simple look at your website conversion. 

You have potential customers that visit, 'visitors' we'll call them. You pay for these visits. You may have a Google Adwords campaign or have paid to have some Search Engine Optimization (SEO), or a variety of other methods to 'bring customers'.

Visitors do one of three things, just like visitors to a real office, (1) they purchase, (2) establish contact or (3) leave without you knowing it.

If they contact you, it gives you an opportunity to 'sell your value'. Although, obvious, it is impossible to sell your value without contact.

Web sites lose about 97% of their customers. Why? The door is closed and the accountant is busy.

Basic Sales Calculation	
Visitors	2,000
Contacts	<u>1%</u>
Contacts #	20
Closure %	<u>10%</u>
Closure #	2
Avg. Sale	<u>\$50</u>
Total Sales	\$100
Closure #	2
LTV Each	<u>\$1,000</u>
LTV Total	\$2,000

Let me introduce LiveHelpNow to your business. For all visitors, let us open the door, take it off the hinges and put the most welcoming, knowledgeable person at their service. We call this person LiveHelpNow.

Increasing ROI – Simple

LiveHelpNow is a sales solution. It opens the door in 3 ways.

1. Chat – This is a 'now' solution available to your customers to speak with the right person. LiveHelpNow can simply be setup to chat with any department.
2. Ticket – This is a 'email' solution, a perfect 'sister act' to chat. Customers don't always have time to chat, without ticket, you lose people who have questions and little time at that moment. Besides, no business can be staffed 24/7/365.
3. Support – This is a dynamic self help system. It provides one place for your customers to get answers. This 'page' is branded as your website and the web address is *yours*. Some customers want self help. If you are 'off hours' for chat and the customer needs an answer now, How would they get it without LiveHelpNow? The answer for your business is scary, 'they wouldn't'.

What is really lost, in addition to the sales opportunity, is the future sales opportunity, often called the "long term value" or LTV of a customer. Without the initial contact, even without a sale, you have nothing. LTV is the most overlooked part of business that comes from the Internet. By establishing contact, in a manner in which the customer wants (chat, email, self help), your business can open the door to a relationship beyond the first sale. LiveHelpNow opens this door. The (3) Three parts of LiveHelpNow establish contact, enable you to 'sell your value' and drive more sales.

LiveHelpNow Sales Calculation	
Visitors	2,000
Contacts	<u>15%</u>
Contacts #	300
Closure %	<u>10%</u>
Closure #	30
Avg. Sale	<u>\$50</u>
Total Sales	\$1,500
Closure #	30
LTV Each	<u>\$1,000</u>
LTV Total	\$30,000