



The Definitive Guide to **Legendary Customer Service**

Customer Support Ebook

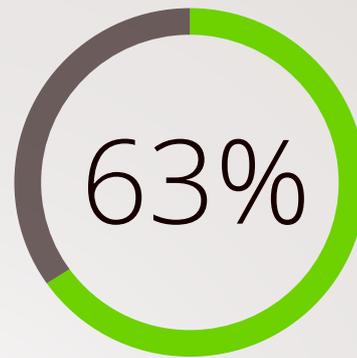
Make your customer service legendary

Satisfied customers do not only buy your products, but they have a stronger connection to your business and tend to share their positive experience.

According to a survey:



Online consumers engage in live chat



Online consumers repeat a purchase with live chat



The goal as a company is to have customer service that is not just the best but legendary.

Sam Walton, founder of Wal-Mart

5 benefits of live chat

and how to squeeze the most out of them

1 Real-time convenience to customers

44 % of online consumers say that having questions answered by a live agent while in the middle of an online purchase is one of the most important features a website can offer.

A potential customer uses live chat most commonly in case he/she:

- ✔ Wants to know more about product specifications
- ✔ Has trouble finding a specific item on a given website
- ✔ Wants to compare products

If a chat agent is prepared for these three scenarios, it influences purchase decisions enormously. In fact, more than 38% of online customers make their purchase decision because of a live chat session.

A current customer uses live chat most commonly in case he/she:

- ✔ Wants to know the status of his/her order
- ✔ Wants to ask about „Return policies“
- ✔ Wants to report bugs or suggest improvements in your product/service

Another nice perk of live chat is that you can get nearly instant feedback or notifications when there's a wide-scale customer-facing problem. (e.g. Your ordering system is off-line)

Useful tips:

- ✔ Learn from your customers – analyze and track the most common issues which customers face.
- ✔ Engage customers to start chatting with you via chat invitations.

Example:

You've noticed somebody is looking at laptops you are selling. The Visitor has already opened a few of your laptop subpages. He probably can't decide which laptop suits him best.

Send him a chat invitation! Talk to him, you can recommend the best laptop for his needs. This is a win-win situation for both sides! The customer is happy you helped him choose the right product and you successfully sold the product and might get a good recommendation.

2 Live chat saves money

Live chat is cost efficient because of these 4 main reasons:

- ✔ It increases efficiency by allowing live chat agents handle multiple chats simultaneously, thus you don't need to hire more agents.
- ✔ It increases the average order value, since customers get realtime advice and answers to any questions they might have.
- ✔ It saves „product return“ expenses as a live chat representative can help you pick the right product, thus he or she will be satisfied with it and won't need to return it back.
- ✔ It reduces overall helpdesk center costs by lowering the waiting queue time when compared to a call center.

Useful tip:

- ✔ Track the performance of your agents – LiveAgent easily analyzes the performance of your customer service representatives. Advanced features allow you to directly track whether a purchase was made after or while chatting with a rep., how many chats the rep answered during work hours and much more.

Example:

Let's say your support agent works 8 hours a day. His/her salary is \$20/hour: \$160/day. Your product costs: \$300. If your agent talks to 4 people in one hour and if they only make 1 purchase a day (1/32 people) it's an extra profit of \$140 per day, \$4,200 per month or \$50,400 per year just from talking to your customers.

3 Get a competitive advantage

It's never been more important to stand out among your competitors as nowadays.

Small and medium-sized businesses aren't the only ones to recognize the importance of providing real-time customer service. Even corporates like Apple, SKY, Virgin Airlines, and many more are using live chat to be one step ahead of their competition.

Useful tip:

- ✔ Play the human card – the whole point of having live chat is bringing human help to the customer's shopping experience. Providing robotic responses can kill the effectiveness of live chat.

4 Increase conversion and sales

Multiple studies have shown that livechat can bring a 20%+ increase in conversion rates.



After implementing live chat on our website,
Post Affiliate Pro's conversion rate increased by 23%.

Viktor Zeman, CEO of QualityUnit

Another success story of a company that implemented the live chat feature is Wells Fargo. They were pioneers in real-time customer support and started their first live chat in 2002. This attempt was unsuccessful, however, they relaunched their online chat support in 2008 and experienced a double-digit increase in conversions.

Useful tips:

- ✔ Provide your representatives with insightful knowledge about your products, so they can recommend additional purchases that may be the perfect fit for that particular customer.
- ✔ Equip them with discount coupons, which they can offer to customers who are still hesitating before purchase.
- ✔ Promise to give a customer's money back if he/she is not satisfied. Try to offer a free trial period for your service or product, too. People will feel safe and this will increase your sales.

5 Build long-term relationships

Satisfied, long-term customers are statistically less likely to switch. As an added bonus, they tend to be less price-sensitive. Experts say that customers who feel taken care of are less concerned about what they are paying.

63% of customers who've used live chat tend to come back rather than the ones who haven't. Studies show that regular customers tend to buy more often and they are less expensive to maintain because of their familiarity with your business and the processes behind it.

Useful tips:

- ✔ Make sure you have at least one operator that will be available for the majority of the working day. (If your live chat is more offline than online, it might have a negative influence.)
- ✔ Train your team. Make sure that your chat agents have enough knowledge to answer customers' queries. Equip them with sales skills.
- ✔ Find out about questions people are asking on your site and you haven't answered yet.
- ✔ Get to know the words that people use to talk about your product. You can then add that language to your site copy.

How to deliver the best customer experience

data driven tips



If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

Jeff Bezos, CEO of Amazon.com

Instant replies to customer questions

You get to have the opportunity to answer questions regarding your products or services quickly. Fast replies to the customer show that your company is working proactively and carefully watches customer needs.

Connect with real people, not a brand or company

Personalize every email you send to your customers – use names, send emails from a personal email account. It's an opportunity to build a positive relationship with your customer.

Give the customer a feeling of uniqueness

The needs of every customer are unique. Provide every customer with a support that suits his/her needs. This way, you'll have a higher chance of getting positive feedback of your product/service or website, which is likely to increase sales.

Have a positive attitude

You'll get rewarded by your customers for having a patient and polite attitude. Always make sure they understand your good intentions by emphasizing phrases like "I am here to help you", "Thank you". Having good relations with customers is a cornerstone of business.

Make a decision and stick to it

You have to make a lot of decisions about things (e.g. free shipping, discounts) quickly while talking to customers. Don't be afraid to make decisions and sticking to them. Decisiveness and dependability are highly valued among customers.

How to deliver the best customer experience

more useful tips



Customers don't expect you to be perfect. They expect you to fix things when they go wrong.

Donald Porter, V.P. British Airways

In case something goes wrong, remember the three "As":

✓ Ask

Provide customers with the opportunity to complain, give them your full attention, listen completely and ask. Go in further details with key questions like „What else?“

✓ Agree

Nobody complains without reason. No matter how absurd the complaint might be, always act calm. Try to look at the issue from your customer's perspective. Never argue or disagree!

✓ Apologize

Resolve the problem and apologize politely. Accept the mistake and thank the customer for bringing the complaint to your attention. Compensate your client with adequate recoupment.



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These successful companies already use LiveAgent

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