Engage Visitors and Increase Sales with Live Agent Chat

Interact with visitors on your website and keep them interested in your company and services with The Hudson Group Live Agent Chat System

The HUDSON Group

When people visit your website, they may have questions. The questions could be about the types of vehicles you offer, whether you provide transportation services in their area, or if you have a vehicle available on a specific date.   Live Agent Chat allows you to interact directly with these prospects - answering questions and providing service that can lead to increased sales.

How it Works

Visitors to your website see an icon which moves about the page with them, showing that your staff is available to answer questions. Clicking   the icon opens a chat window where they can initiate a dialog and type their question. Your agents see the question instantly and can respond in real time converting their questions into answers and new business opportunities. When questions are answered quickly, prospects gain trust and confidence in your service.

When the web site visitor is finished with the chat session they have the option to enter an email address and receive a transcript of the chat dialog via email. This is a great way for them to see and keep the information that you provided during the session. Internally, the business now has a history of the questions asked. This can assist with the preparation of future marketing tools and web site updates.

CLICK

CONNECT

CHAT

Value Beyond the Conversation

While chat functionality is pretty useful by itself, what sets The Hudson Group's Live Agent solution apart from other chat systems is that we've extended the functionality to include valuable insights and analytics that often require the installation of additional third party tools. For example, clients can monitor what pages people are viewing, whether they came from a search engine using a specific search phrase, or as a referral from another website. Clients can even determine how long a user has been on the site, and whether he is using a mouse or keyboard to interact with a page. Armed with this data, the chat system can be configured to launch after a pre-determined amount of time, display specific messaging and start a personalized conversation with a prospect.

To improve the speed and efficiency of interacting with multiple web site visitors simultaneously, a library of pre-defined messages can be created that contains answers to the most commonly asked questions. This facility also provides for consistency in the information that is delivered by your staff, and eliminates spelling, grammar and other inaccuracies.

During off hours, when no agents are available to chat, the floating icon on your website can change encouraging visitors to leave a message. That message is then forwarded as an email to your office.

LIVE AGENT ONLINE

Additional benefits include:

- ✓ Reduce the number of phone calls by providing immediate access to help.
- ✓ Handle multiple chat sessions at once.
- ✓ Engage directly with prospects to faciliate sales.
- ✓ Track website performance and usability.
- ✓ Monitor effectiveness of marketing messaging.
- ✓ Sell and promote offers within chat interface.

- ✓ Use chat history, statistics and analytics to make informed decisions about your business.
- ✓ Improve response time by directing client questions in real-time to proper departments (accounting, billing, customer service etc).
- ✓ Customize chat interface to your brand.
- ✓ Improve internal communication with employee-to-employee chat option.

FREE 30 DAY TRIAL

Call 978.531.1115 or www.thehudsongroup.com/liveagent