

The customer services

Business



Live Chat In the modern online business environment the services are more important than it was in earlier days. With this importance, various methods and technologies have been used to upgrade customer care services. A new trend of adopting Live Chat to customer services best practice. At a glance, it is true that chat is not a new concept. With a significant change in behavior from retailers and consumers have created a perfect scenario for live chat to make a significant impact on delivering a great customer experience that drives profits and keeps customers loyal (Waters). Since the modern trend of faster the better, the consumer is also looking for answers to their questions and looking for them fast. The rise of the Internet has amplified this impatience. Live chat provides an immediate response right where the consumers are, no picking up the phone, no waiting for an email. In addition, live chat provides the two-way interaction that ensures a consumer's question has been answered properly and to the full degree (). This type of speed and accuracy is driving customers back to live chat time and time again. This report presents the attractive features in modern Live Chat based on service providers such as www.livechatinc.com and www.websitealive.com chat service providers(livechatinc, website alive). Today's Live Chat has gone beyond receiving a simple message and responding it with another simple message. Anyone can add Live Chat to their website by just adding a simple coding segment to the existing script. Once the code is placed in an appropriate place on your website it provides an attractive chat invitation with a link. The client-side chat window provides a user-friendly interface where anyone can start interacting without any training. The client-side window the agent information with a chat session, conversation details such as Chat transcript, alerts and notifications, toolbar, <https://assignbuster.com/the-customer-services/>

and a typing indicator for both the agent and visitor to know when the other is typing the message. The agent window provides the interface for an agent at the company side to interact with the customer and provide a solution for their needs. Apart from feature common to client-side chat window the agent is given the option to interact with multiple clients with their details through tabs where the agent can add a customer, transfer the customer to another agent, and create a conference or stop the chat.

Apart from its primary function a range of other management feature is also provided. One of the exciting features is to track site visitors in real-time and see what pages they are watching now. With auto pop-ups, an agent can send floating Live Chat invitations based on Visitors current page, time on site and other rules set by the company.

It will provide the option to invite them to chat in response to your marketing campaigns and initiatives. Each customer detail together with their geographical location is also provided.

Facilities are also provided to organize agents, schedule group meetings and manage the company's team with the shared business calendar. The dashboard facility gives the option to be updated with the latest news, client activity, conversation types, communication flow, and chart summaries.

Management can statistically analyze sales performance to bring high value to the customers by selecting date ranges, groups and agents. Additionally, live chat can be easily integrated with 3rd-party applications such as analytical solutions, customer support help desks, open-source e-commerce systems, customer relations management solutions.

According to considering to surveys the majority of customers who shops

online prefer Live Chat. Live Chat will also contribute significantly to the growth of a business if it is used in a proper manner.