

Click-to-Chat: A Conversion-Boosting Customer Service Tool

Why Your Call Center Shouldn't Be The Only "Help Desk"

Consumer and Business-to-Business marketers have always led the way for school marketers. In most cases, their marketing breakthroughs have helped school marketers improve results, even if these breakthroughs were implemented in the school market later than other markets.

This synopsis about click-to-chat customer service is one of those breakthrough events that many school marketers will eventually turn to. The full article appeared in ONLINE Strategies, September 2009 (www.onlinestrategiesmag.com). It was written by Michael Tripp, Sr. VP for Connexions, Inc. of Orlando, Florida (mtripp@connexions.com).

Sure there's nothing like a person-to-person customer service call with your prospect. But with more consumers using email, text, and instant messaging every day, there's another effective but less expensive option to assist – and convert – customers online: click-to-chat.

Chat gives customers instant access to one-on-one assistance without having to turn their attention away from your e-commerce site.

It can fight shopping cart abandonment, reduce confusion, and combat any last-minute purchase anxiety . . . leading to higher conversion rates on your site. But forget about an automated system. It's no substitute for a personal conversation and it can't anticipate everything your prospects are going to ask.

Why Click-to-Chat Is Cost Effective

Here are 3 reasons a well-trained chat agent helps you provide more customer service for less money:

1) A well-trained chat agent can handle several chats at once. Your call center reps can take only one call at a time and they average 10 minutes per call and 5 calls per hour. Meanwhile, experienced chat agents can field 9-12 customers per hour.

2) Chat agents can immediately resolve customer frustration. They can reset passwords, direct browsing customers to specific products and self-help pages, and customize product information – all in real time.

3) Chat agents can still cross-sell and upsell. With the right training, chat agents can spark conversations that reveal what prospects are looking for . . . and sell them related products.