



SUCCESSFUL LEAD GENERATION THROUGH LIVE CHAT SERVICES

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PURPOSE OF THIS DOCUMENT

This White Paper, published by LiveAdmins LLC, focuses on the benefits and methods to successfully generate leads for businesses through Live Chat services.

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INTRODUCTION

Lead generation refers to the use of the internet, a database, an online program or software service, to acquire information for the scope of expanding a business, increasing revenue, seeking new clients, or conducting specific research.

Leads can be generated through different methods such as White Papers, blogs, e-Books, Infographics, and enhanced Digital Customer Service tools such as Live Chat.

BENEFITS OF LIVE CHAT

By activating Live Chat service on your website, you automatically boost your volume of interaction with online visitors. Visitors who have questions want answers right there and then, instead of going through the hassle of filling out forms and waiting for a reply from your business development representative or customer support agent in the form of an email.

The best thing about having live chat capability, is the guarantee and assurance that all your visitor's queries will be answered in real time, by a real person who knows everything there is to know about your business, your products, and services. Listed below are some of the benefits of using Live Chat as a lead generation tool.

■ VISITORS CAN INSTANTLY ASK FOR HELP

When visitors are browsing through a website, Live Chat offers the perfect platform for them to immediately talk to a representative and ask for any assistance that they require.

■ VISITORS GET RESPONSES IN REAL-TIME, 24/7

It doesn't matter when a visitor wants assistance, or where the visitor is, because Live Chat representatives are available 24/7 to help out visitors with any query they might have.

■ LIVE CHAT IS THE MOST PROACTIVE WAY TO COMMUNICATE

Live Chat allows businesses to proactively prompt website visitors with messages, asking if they need assistance. Hence, even if the visitor is hesitant in using the Live Chat option on the website, a quick message from a chat representative enables businesses to reach out to visitors and interact.

■ LIVE CHAT HELPS TO GET DATA FROM VISITORS

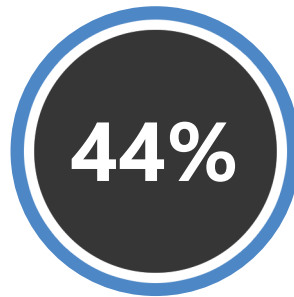
Businesses can generate data from Live Chat software such as geographical location, device used (laptop, tablet, or phone), and lead source to name a few. This data can be extremely helpful in analyzing visitor demographics, and use that analysis to better target potential leads.

■ TAILOR-MADE GREETINGS

Catering to visitors on the basis of their demographics, or the level of interest they have shown by spending a certain amount of time on a specific page of the website, businesses can use customized greetings to make sure that visitors feel at ease while talking to a representative.

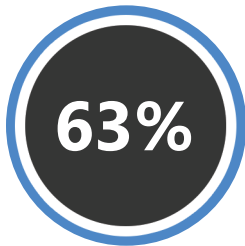
Live Chat also helps businesses reduce their bounce rates, enhance the ability to upsell with relevant deals and offers, and most importantly build customer loyalty and trust.

Research conducted by Forrester on the benefits of Live Chat revealed the following from customers

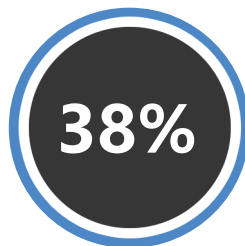


Customers rate Live Chat as the best feature on a website.

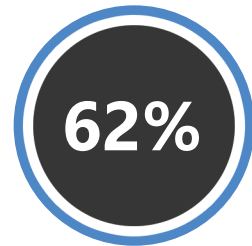
Another research by eMarketer showed:



Customers are more likely to return to a website which offers live chat.



They made their purchase decision due to a chat session itself.



They are more likely to purchase again from the site offering live chat.

CONCLUSION

When used as a tool to generate leads, Live Chat offers the best platform for a business and its online visitors to interact in real time, with the possibility of converting visitors into leads.

Putting up contact forms for online visitors is a waste of time since contact form completion rate is very low, as a large chunk of visitors believe that giving out their emails and phone numbers will result in them being spammed.

When potential customers visit your website, there is a good chance that most of them leave after browsing through. Using Live Chat as a tool guarantees greater lead to conversion ratios.



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