

Let's Chat

Adding Chat to Your Digital Strategy



nationwide
marketing group

MEMBER FOCUSED.
PERFORMANCE DRIVEN.



Why do I need chat?

CONNECT

It's an opportunity to connect with your customers before they walk into your store.

SALES

It's a sales tool. Conversion rates from chat range from 45% to 75%.

CONVENIENCE

It's a convenience for customers when they are in a place where a phone call isn't possible.

IMPRESSION

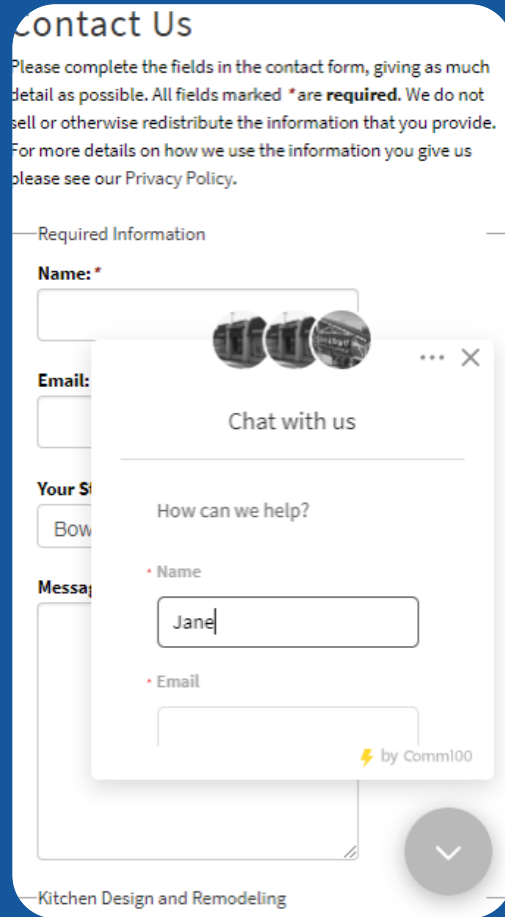
You can make a great first impression.

— Who on my staff will answer chat?

- Only top salespeople are given chat privileges
- Sales personnel with extensive product knowledge
- Salespeople with a high close rate
- Must have excellent grammar and spelling



What are the goals of chat?

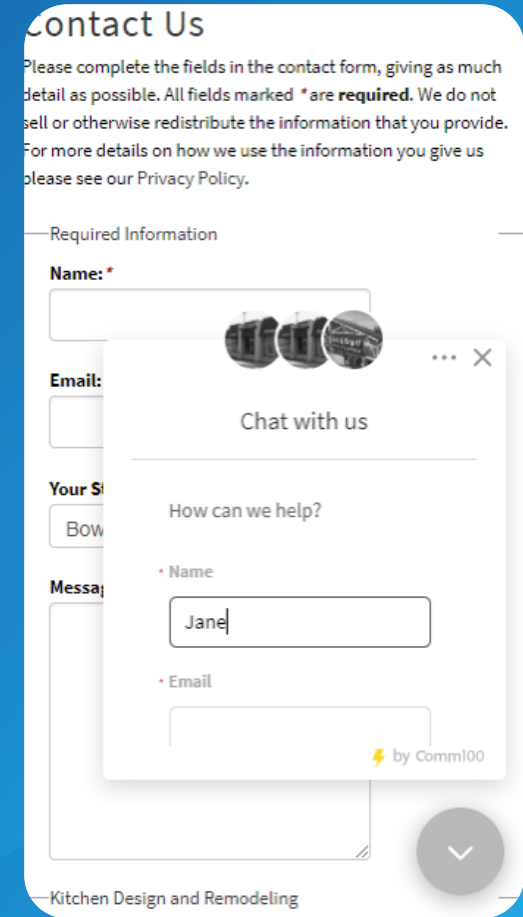


The image shows a 'Contact Us' form on a website. The form has a title 'Contact Us' and a paragraph of text: 'Please complete the fields in the contact form, giving as much detail as possible. All fields marked * are required. We do not sell or otherwise redistribute the information that you provide. For more details on how we use the information you give us please see our Privacy Policy.' Below this is a section titled 'Required Information' with fields for 'Name: *' and 'Email: *'. A chat overlay is visible, showing a 'Chat with us' button and a chat window with the text 'How can we help?'. The chat window has fields for 'Name' (with 'Jane' entered) and 'Email'. The chat is powered by 'Comm100'.

- ✓ Connect with customers before they walk into your store.
- ✓ Make an online connection that can be moved offline. Most chat sessions are provided by 3rd parties. Customers are impressed when they can chat directly with a store employee.
- ✓ Offline conversion rates are higher and average ticket sales are higher.

- ✓ At the very least during normal business hours.
- ✓ If possible, start chat a few hours before the store opens and a few hours after closing.
- ✓ If you are closed on Sundays this is a great opportunity to connect with customers when you are closed.
- ✓ Ideal hours are 8am to 10pm.
Monday – Saturday.
Shorter hours on Sunday if you are typically closed.

When should chat be offered?



Contact Us

Please complete the fields in the contact form, giving as much detail as possible. All fields marked * are **required**. We do not sell or otherwise redistribute the information that you provide. For more details on how we use the information you give us please see our Privacy Policy.

Required Information

Name: *

Email:

Your Site:

Message:

Chat with us

How can we help?

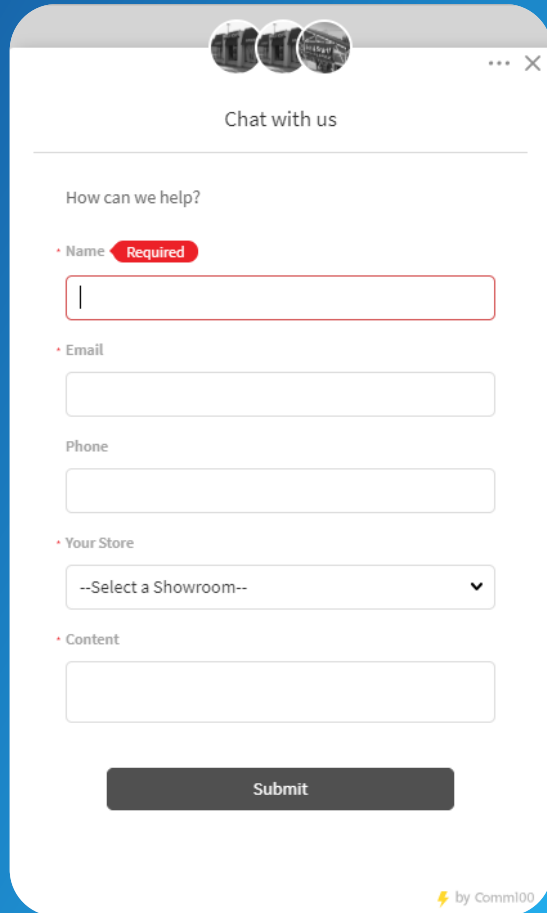
* Name

* Email

by Comm100

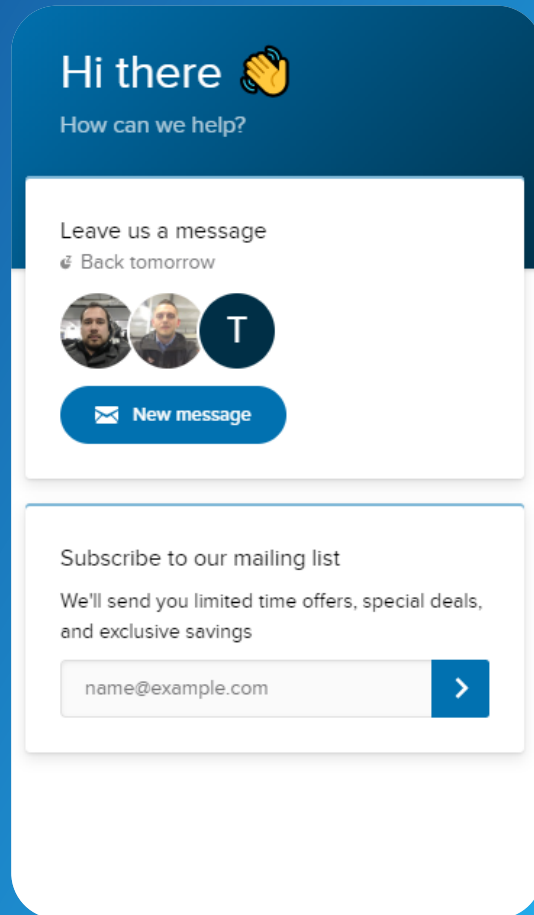
Kitchen Design and Remodeling

How can I optimize chat?



- ✓ Pop up chat on average increases engagement with chat about 50%. Waiting approximately 20 - 30 seconds before inviting the user to chat seems to be the best time to initiate and/or on a product detail page.
- ✓ Limit the number of times you show the pop up.
- ✓ Ideally ask customers on product pages if they need assistance.
- ✓ Regular training and review of chat performance, sessions and features. This is key to keeping up to date on certain situations that may arise in chat and how to handle them. For example, price matching, pricing on items with no internet price, delivery, availability, etc.

How can I optimize chat?



Hi there 🖐️

How can we help?

Leave us a message

🔙 Back tomorrow

👤 👤 T

✉️ New message

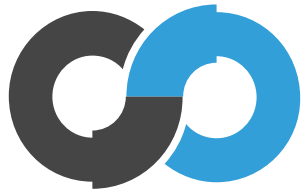
Subscribe to our mailing list

We'll send you limited time offers, special deals, and exclusive savings

name@example.com ➔

- ✓ Clear policies on how to manage offline/phone orders that initiate from chat. Pricing, delivery, special terms, payments, etc.
- ✓ When possible, departmentalize chat sessions. Designate certain product specialists to answer chats related to their products. For example, a sleep specialist would answer mattress related questions.
- ✓ Geotarget chat sessions for each store location if chat will be monitored at multiple store locations. This allows the customer to meet with the salesperson in their store to finish the transaction.
- ✓ Incentivize your salespeople that are part of your chat team. Options include:
 - ✓ Sales credit for chat conversions
 - ✓ Time logged into chat
 - ✓ Number of chat sessions accepted

Which chat providers are recommended?



Comm100

www.comm100.com



Podium

www.podium.com/webchat/

Offers text to chat.

Review the features from each of the providers to determine which one has the feature set most important to you. All the chat providers offer a mobile app to answer chat sessions from a phone or tablet.



Tawk.to

www.tawk.to



Live Chat Inc

www.livechatinc.com/

Winning Chat Strategy from a Dealer

The chat rep needs to know what is in stock.

They shouldn't be afraid to ask for the sale.

Don't be afraid to ask questions back or tell them you are looking things up to give yourself some time if you have a lot of chats working at once.

Keep your responses short.

Winning Chat Strategy from a Dealer

Don't be afraid to email a customer back, off of chat, when your initial interaction doesn't result in a sale.

Have a back-up plan if we don't have specifically what they want in stock.

Be honest, don't string them along on something we can't help them with.

Prioritize your chats, revenue first.

Winning Chat Strategy from a Dealer

Always suggest the extended service plan.

Know what specials are being advertised as well as any important rebates.

Always try to remain positive and upbeat even if you are not going to make a sale during the chat.

Getting Started



- ✓ Pick a provider and setup an account
- ✓ Work with RWS or Site on Time to install on your site
- ✓ Review these best practices with your select chat staff
- ✓ Jump in and start those personal conversations with your customers
- ✓ Need support? Reach out to your RWS or Site on Time account manager for insights and support.
- ✓ Share tips with other NMG retailers at share@nationwidegroup.org