

Title:

Addressing Emotions: Live Chat And Customers

Word Count:

519

Summary:

When people buy things, the decision to actually purchase is a combination of logic and desire.

If you leave a visitor on his own to buy from your site, what would encourage him to make the purchase?

Searches are not enough.

If there is someone to answer questions, rather than referring to a list of FAQs, a prospect is more likely to buy.

Keywords:

windows, windows vista, microsoft, business, internet

Article Body:

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If there is someone to answer questions, rather than referring to a list of FAQs, a prospect is more likely to buy.

On a web-based store, this can be made possible with the technology of live chats. When a visitor asks a question, the agent can respond immediately.

That special treatment.

Many, if not all buyers, want to be treated as valued customers. That personal touch of having someone to talk to is what makes the difference.

Post-sales support is also enhanced by this personalization. A dissatisfied customer is not likely to return.

Some tips.

It isn't all that easy though. In a live chat, your agents must be careful. There is still the risk of a bad experience.

1. Be courteous. Do this especially if the visitor is aloof or rude. A canned intro helps. This sets the tone.

2. Avoid making your customers repeat themselves. Have your agents read the profiles and history of the visitor.

3. Let your agents personalize after the intro. All calls are unique. Cases vary among customers.

4. Keep all records of all chats in the history. If possible, create a summary of the chat session.

Surely, there are more things you should bear in mind, but these will do for a start. The more you know about your customers, the better you can serve them.

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