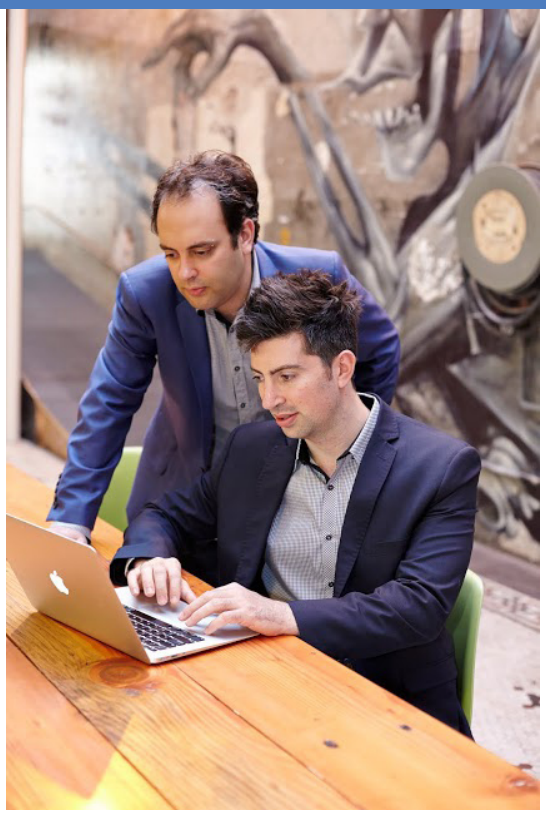
LeadChat

LEADCHAT




ABOUT LEADCHAT

LeadChat is a company that will staff the live chat on your website 24 hours a day, 7 days a week, with the guarantee that this will increase leads and create higher conversion rates.

LeadChat's sole purpose is to sell more. Whether it be selling more of your products, getting you more users, or delivering a second-to-none system for customer service.

Live chat software is an extremely important part of any business today, and we know that sometimes it's not possible for you or your internal staff to dedicate the hours that live chat may need.

We will provide sales and customer service specialists to man chat who will capture more leads and convert more of these leads to sales.

LeadChat was founded in Melbourne, Australia in 2011 by Michael and Gary. Both had reputable experience in sales, and wanted to remedy the constant missed opportunities presenting themselves within the ecommerce world.



This is
MICHAEL
Your customer. We'll use him to show you the LeadChat chat flow

GREETING PHASE

Automatic Greeting

Hi there, let me know if you need any assistant

Michael starts the conversation with a question

Michael starts the conversation with a general greeting

Capturing Name
Our agent asks for his name straight away.

Michael gives his name. (Awesome)

Michael refuses to give his name. (No worries)

QUESTION PHASE

If Michael hasn't asked a question by now, our agent asks how they can help.

Answers come from pre-recorded short-cut in the database.

If agent doesn't know the answer, they give the Exit Statement

Agent follows up with a Continue Statement "Would you like someone to contact you?"

Agent confirms Michael's details with him.

Capturing Other Details
Agent uses Exit Statement "Sorry I don't have the answer in front of me. Would you like someone to contact you?"

FAIRWELL PHASE

Lead Captured
Information is passed on to the appropriate person.

No Lead Captured
Agent says fairwell to Michael and closes the live chat

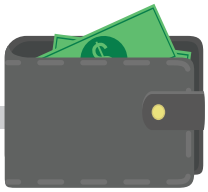
ON BOARDING

1



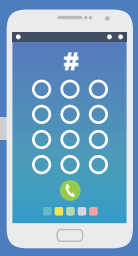
Once you have agreed to sign up an email is sent with the payment link.

2



Payment is then made, and you are redirected to the on-boarding form. In this form you will fill out your details and the necessary FAQ about your company that the agents need to know. We will then contact you again within 24 hours to chat.

3



When all details are completed, it is sent to our Product Manager who will confirm with you and discuss installing the code.



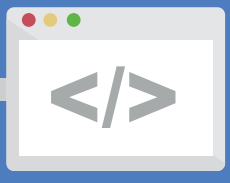
On-boarding process can take up to 5 business days.

4



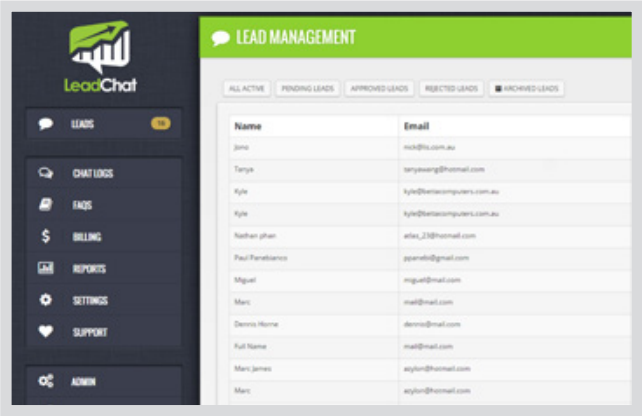
Our Product Manager then submits everything to the portal. This creates the code, creates the company group and also all of the FAQ.

5

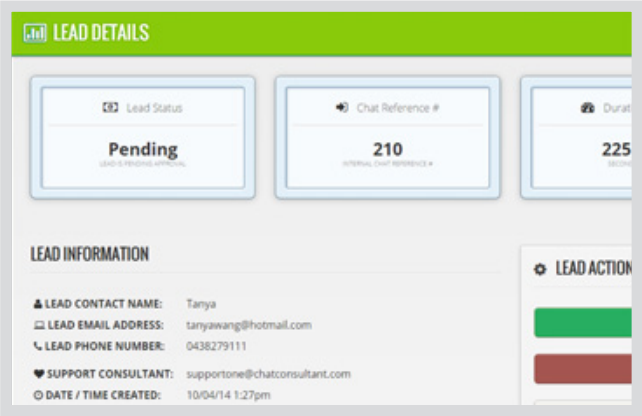


If you are installing the code, it is emailed to you. If LeadChat is, we install it and test it. Lastly, you will be contacted and asked if you wish to go live instantly or schedule it for a later date.

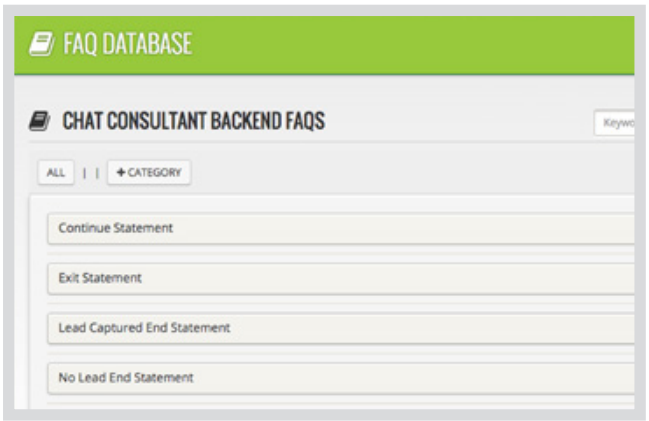
LEAD MANAGEMENT



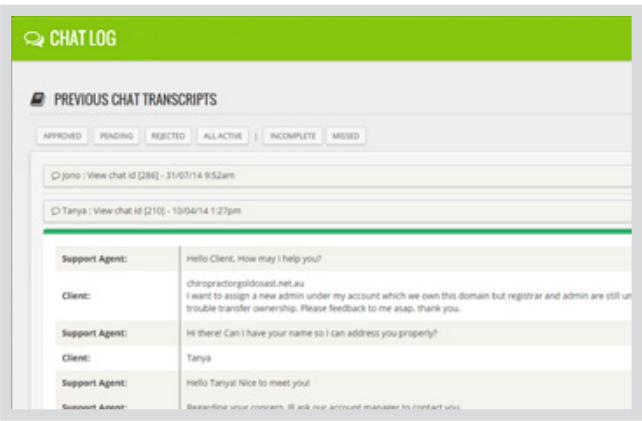
New leads are sent directly to your inbox. You will also receive a link that takes you directly to your personal lead management portal where you can look at lead details, your company details and edit your FAQs.



Click on individual leads to view in-depth details such as duration of chats, frequency of visits to your site, their contact details and the date and time that the lead was captured.



This is where you can view and change your FAQ's, opening statements, exit statements and any phrases you wish to add as a shortcut.



This is where you can view chat transcripts. This is invaluable information as it helps your business identify and address your customer's pain points, as well as improving your products, services and the site itself.

WHAT LEADCHAT PROVIDES

There are many providers of live chat platforms, so many that businesses today are spoilt for choice. At Leadchat, we prefer to use LiveChat.

We provide offshore staff who are qualified, capable and truly exceptional to handle all live chat procedures for you via LiveChat. It's touch free.

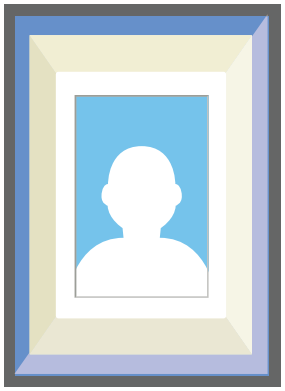
All transcripts between our agents and potential customers are forwarded to a nominated inbox, so leads are captured in real time.

The use of LiveChat is provided to every customer, with the dashboard, code and widget. This enables you to "do-it-yourself".

For $1 an hour, chat agents will work around the clock for you. This includes chatting to site visitors and capturing lead information, then full transcripts are delivered.

Analytics are also included, so best practice selling is always in effect and you can pinpoint what may or may not be working for your company.

LeadChat creates more sales. It's that simple.



Leads Details

o Number of visits
o Number of chats
o Their location



Quality Data

o Traffic quality
o Chat length
o Transcripts



Improvements

Ability to identify customers' pain point

LIVE CHAT:

YOUR BUSINESS' UNTAPPED POTENTIAL



YOUR CUSTOMERS WANT TO CHAT



90%
Consider live chat helpful.

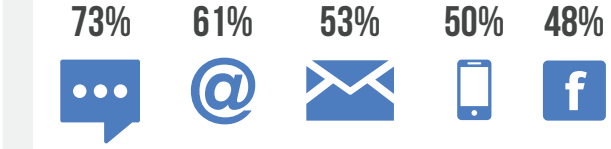


63%
More likely to return to a website that offers live chat.



40%
Spend more time on your site when you chat with them.

COMMUNICATION METHODS AND CUSTOMER'S SATISFACTION LEVELS



IMPROVE YOUR CONVERSION RATE

Expectation of online customers in accessing help





Nearly 60% of chats lead to sales.



Live chat improves conversion on average 20%

CUSTOMERS PREFER USING LIVE CHAT BECAUSE





55%
of customers would pay more for a better customer experience

IT'S ABOUT MORE THAN JUST CONVERSION



Chat shows customers firsthand that you value their time building trust and brand loyalty.



Agents can handle multiple chats simultaneously, reducing the need to hire more representatives.



Visitors are more likely to give their information when captured with live chat and the whole process is more fluid.



You get access to vital data that helps you understand and serve your customers by unlocking and addressing their pain points.

Source: Kissmetrics , Zompimblog, Econsultantcy, Marketingtechblog

WHY YOU SHOULD TRY LEADCHAT

There are a few reasons, and they're great ones at that:

1. Leads will increase instantly, as will conversions. Provided you have enough traffic to begin with, leads will start coming in from the first day.

2. LeadChat's services are unique. There are many platforms providing automated agents or 'smart' chat bots, but we provide exceptional real people who can sell.

3. Insight into traffic is second to none. Monitoring website traffic is essential in our opinion, LeadChat can help with that.

4. Conversion increase is exceptionally good. 2% conversion rates will increase anywhere between 1.5% to 8% depending on the type of business, the industry and how much traffic the site is receiving currently.

5. LeadChat is plug and play. We will manage everything, including the code, staff and training.