



Leads by Chat
Converting Traffic To Leads

In-house

OR

**Full-Service
Managed
Chat**

**THE INFORMED
DECISION**



WHITE PAPER

In-House or Full Service Managed Chat? Making an Informed Decision

LIVE CHAT: AN INNOVATIVE SOLUTION TO BOOST YOUR WEB PORTAL BUSINESS



In today's highly competitive markets, businesses are engaging with more and more customers through online channels. More than ever before, businesses now need to provide their potential customers with the best possible customer support.

Prolonged delays in email communications and phone calls have become unacceptable to customers as they want their online transactions managed by live a customer representative the moment they have a question.

A recently conducted poll by Leads by Chat analysts discovered that more than 60 percent of internet users agree that they would purchase more products online if live customer support was available. Additionally, multiple studies published on sites like econsultancy.com have found that customers prefer communicating over a live chat service more than any other form of communication at 73% of all online visitors.

Therefore, in order to thrive in today's volatile economy, it is vital to manage online customer service departments with care and finesse. Live Chat has been adopted by highly innovative companies as a solution for online customer support that will not only been proven to create more satisfied customers, but also increased website conversion, leads, sales, and decrease in customer acquisition costs.

However, in regards to the debates that exist about whether or not you should employ your live chat solution in-house or use a managed chat provider; let's find out what the facts have to say.

THE LEADS BY CHAT ADVANTAGE

Our parent company's origins in search engine marketing led us to discover that traffic to a website can be increased through SEO, PPC, Native advertising, and Social Media but has only been leveraged so far with forms and phone calls. With these methods of contact alone, websites are missing out on engaging a significant portion of their web traffic. This traffic is comprised of visitors just like you who don't want to waste their time.



It takes on average 17 hours to get an email response and only 33% of the time can visitors make successful contact with a company through a phone call. To the modern consumer this is unacceptable; they want an answer now. Internet user studies and our experience have indicated that because of this, we need better engagement of website traffic. Visitors constantly leave because they have unanswered questions, so instead of permanently losing these visitors, we believe in effectively engaging them with a personalized conversation.

Live Chat Tip

Designate Chat Operators not salespeople

LIVE CHAT: IN-HOUSE OR FULL SERVICE MANAGED CHAT?

While you may already know that live chat can transform your online business into a lead-generating machine, it often becomes difficult to decide whether your business is capable of managing in-house or if you should employ a full house chat service. However, if you are looking to implement live chat as an element within your lead management process, here's a look at both options that would also make you accustomed with pros and cons of each management.

Cost-Effectiveness

The first and foremost factor to consider when deciding an option is cost-effectiveness. When you pour resources into staffing and managing your own chat department in your company, costs increase vehemently due to *training, management spend, hiring hours, employee turnover rates, and software and material provisional costs*. In contrast, when you opt for full-service chat, it reduces your cost per lead by delivering high quality prospective customers directly into your CRM and business without the need for any of these costs.

In-House

- 3 Resources, for 8 Hours X 3 Shifts
- Infrastructure Cost
- Training Cost
- Resource Management
- Annual Increments

\$5000+ per month

Managed Outsourced

- 24X7 Support Options
- No Overheads
- No Infrastructure Cost
- No Training Cost
- No Resource Management

\$99/Mo onwards



Quality Chat Service

To deliver quality chat service to your customers, it is important that live chat agents are trained on the best practices of how to effectively engage an online visitor. Industry studies prove that in-house sales associates lack this quality without the proper training; while on the other hand, experienced managed chat operators employed by live chat providers are specifically trained in this arena to ensure that each customer conversation results in a positive and trust-building customer experience and a lead for the sales team.

Peace of Mind

If you wish to focus on enhancing and developing your business, it is important that you remain at peace of mind so that you can use your passion to do what you do best. Not having to worry about your website traffic creating sales leads allows you to focus on other important areas of your business. Once you've partnered with a trusted chat agent provider, you can focus on the growth of your business while your chat provider focuses on delivering engaging online conversations and dynamic experiences for your website customers. We like for you to relax knowing Leads by Chat representatives will professionally engage your visitors and work hard on your behalf to attain a steady stream of leads.

Performance

Since a managed chat provider is more experienced in dealing with various types of customers interested in diverse areas, they will almost always be able to achieve a better result than someone with no experience and little training. An important criterion of performance includes the response time to answer a chat, the amount of total chat involved, and the total number of leads acquired.

24X7 Customer Support

Your business is available 24/7/365 on the web but your staff is not. Leads by Chat works round the clock to ensure we engage with your future customers and capture their interest in your online business. The full service managed chat solutions provide their customers with a 24/7 live operator service to monitor the website and generate leads, which is often impossible for in-house chat solutions to achieve.

Marketing ROI

Leads by Chat improves your marketing ROI by complementing your other marketing efforts in the engagement of your website traffic. Your other marketing efforts often drive traffic to your website, so don't let those efforts go to waste.

LIVE CHAT: THE VERDICT



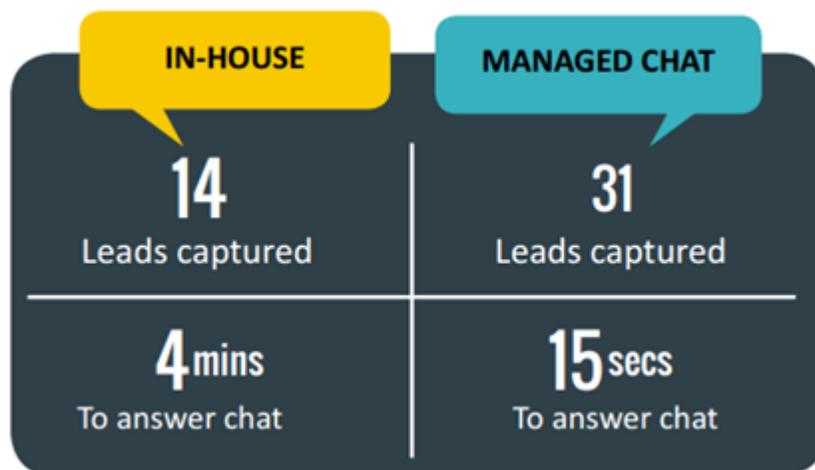
Considering the aforementioned factors, the in-depth studies available, and what it takes to accomplish each company's lead generation goals, live chat is proven to be a cost efficient and effective solution. This is also amplified by the fact that managing a live chat in-house increases your liability with regard to your response time to chat inquiries, costs for hiring and training a team of in-house operators, and much more.

However, to give you an even deeper understanding of how managed live chat helps to boost your business and why it is better to choose full service managed chat solutions as compared to that of an in-house chat solution, let's have a look at some statistics.

LIVE CHAT: WHAT DO THE STATISTICS SAY?

In a recent survey conducted by Leads by Chat analysts, it was discovered that there has been significant growth in user engagement across the US with approximately 60% of American online users engaging in a live chat in 2013. This figure is up about 10% from that of 2009.

A recent report aimed at discovering the effectiveness of live chat, found that approximately 77% of people shopping online would highly prefer to have an interaction with a real person before making a purchase and over half of those surveyed say that they decided not to make that purchase because they did not have this interaction.



Furthermore, in a separate study conducted by analysts, it was discovered that a fully-managed chat website captured more than twice as many leads than websites with an in-house team in the same industry. In the same study, the analysts found that in-house teams took more than 25 seconds to answer chat while the average time of a fully-managed chat site is only 10 seconds.

WHY LEADS BY CHAT?



As the majority of today's online websites are a key tool for business lead generation, your website's ability to engage consumers and convert them to leads is critical to your business' success. This is why managed live chat support is seen as extremely convenient and desirable by a quickly growing number of companies today.

Leads by Chat is a 24x7x365 live managed chat service that works round-the-clock to help online businesses convert everyday website visitors into qualified leads. Small businesses have commonly seen their website lead generation more than triple from their website once they added our live agent. At Leads by Chat, we use live chat specialists that are experienced in capturing the consumer's interest in your business and converting them to a prospect. And because our live chat operators engage users that are already interested in your business, this typically results in significantly increased website conversion, more leads, added sales opportunities and a better overall online experience.

LEADS BY CHAT – A TRUSTED AGENCY PARTNER

We have worked with agencies in US, UK, Canada, Australia and other geographies providing seamless chat services. Access to the right tools, expertise, and experience makes us a trusted partner to deliver high value to agencies' customers.

For More Information

For more information about Leads by Chat, call +1 (888) 99 - 47447 or email marketing@leadsbychat.com. To access information using the World Wide Web, go to: www.leadsbychat.com.

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