

Webhelp Chat

An Internet user who communicates is almost a customer...

Chat takes real-time interaction a step further. In addition to the standard customer relationship web tools (email, FAQs), chat is becoming an efficient and economical alternative to the telephone.

Studies show that Internet consumers often feel lost on a website full of information and are concerned about payment and delivery conditions.

Webhelp Chat addresses the need for human contact, providing an effective and reassuring presence.

Webhelp Chat service

Webhelp will install a personalized Chat button on your site. With our in-house technology associated with our operators trained in your products, you can provide customer support targeted to your specific issues.

Benefits for your customers

- **Reassuring human presence** : the web user is no longer alone and can initiate dialogue whenever required.
- **Total customized availability** : extended time-slots up to 24/7 adapted to late-night Internet use.
- **Non-intrusive communication policy** : web users contact the service themselves. They are in control of the dialogue.
- **Interactivity drive** : Webhelp Chat technology / Co-browsing creates personalized and instant online customer relationships through real-time Instant Messaging and Chat, with co-browsing and help for filling in forms.
- **A trendy channel** : chat becoming increasingly accepted by web users, encouraged by the rapid deployment of Instant Messaging in Europe.
- **Cost-effective** : chat is much more price competitive than the telephone.

Benefits for your company

The Webhelp Chat solution is the ideal interface for the following strategic issues :

- **Pre-sales** : improved contact qualification and personalized advice for maximizing sales. Webhelp pre-sales chat allows you to:
 - Reassure people browsing the website for information
 - Facilitate their browsing with real-time answers to their questions
 - Create useful marketing databases of Chat visitors by collecting information before (information forms) and during Chat (keyword analysis)
- **Sales** : the presence of a Chat button during a transaction has a positive impact on :
 - The conversion rates, multiplied by 3 or 4 on average for visitors entering a website through a Chat channel
 - The average basket, increased by around 30% thanks to our operators' cross-selling and up-selling technologies
- **Customer service** : reduced customer support costs and improved customer satisfaction through:
 - Reduced problem-solving time thanks to html pages with precise and illustrated instructions. These are sent directly to the web user's email address
 - Operators can handle several Chat customers simultaneously
 - Customer satisfaction is monitored through an online form at the end of the Chat session

Webhelp tools and technical infrastructures

[Click here to see the technical specifications in PDF format](#)