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One of the greatest uses of live chat support software is to aid convert sales. The way this normally works is that a website visitor will see a window offering live help from a representative. If the website visitor accepts the chat communications, the representative on the other side can greatly help to improve the chances of a conversion (e.g. purchase).

Generally, it could be impractical to have a person offered at all hours of the day and night for the majority of businesses, although there are exceptions to that rule. Most businesses that want to use the software to assist conversion would offer live chat in times when there are the highest number of website visitors to the web page.

Many individuals visit a company website to get technical support. There are plenty of ways to communicate with customers. One way is by email, but many of customers do not like that because it is slow. Another method is to use the telephone, but some customers are uncomfortable with that. That's the reason a lot of companies offer live chat support software as an alternative for customers.

With live chat, it's possible for the customer and a technical support representative to have a text chat. The representative can put in a large amount of canned responses in order to service the consumer faster. And also this allows a single person to take care of multiple customers at the same time. For that reason, this is often a great way to get more customer problems fixed throughout the day.

In the past, live chat support software needed to be installed separately from the user. First of all, the user would have to download the software. After the software has been downloaded, the user needs to obtain the download location and run it. There may be additional configuration steps as well. That's too much work for an individual.

Today, the software is embedded inside the browser. Under most circumstances, the user does not need to do anything to run the chat software. It will simply work as soon as the user clicks the option to start the chat.

In some cases, the capabilities of live chat support software surpasses text chat. There are a few features that may be very useful for both sides. One of them is application sharing. This is particularly helpful in a technical support situation in which the user must demonstrate the application to the support representative. With no ability to run the application, it will be very difficult for the support individuals to determine what is wrong.

Yet another excellent feature in some software is to put the customer inside a queue. In many cases, there's not enough representatives to serve all of the customers. The customer's queue position will be tracked by the software. In some cases, the queue position is displayed to the customer so they can get an idea of when he will get serviced.

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