Online Chat Software is Great for Businesses by DJ Willis

Article published on February 23rd 2012 | Management

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

Generally, it would be impractical to have a person offered at all hours through the day and night for the majority of businesses, however, there are exceptions to that rule. Most companies that want to use the software to help 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 a lot of ways to communicate with customers. One way is via email, but a lot of customers do not like that because it is slow. Another method is by using the telephone, but some customers are uncomfortable with this. That is why 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 tech support representative to experience a text chat. The representative can include a large amount of canned responses in order to service the consumer faster. This also allows a single person to take care of multiple customers at the same time. Because of that, this can be a great way to get more customer problems fixed during the day.

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

Today, the software is embedded inside the browser. Under most circumstances, the user doesn't need to do anything to operate the chat software. It will simply work after the user clicks the option to start the chat.

In some cases, the capabilities of live chat support software surpasses text chat. There are some features that may be very useful for both sides. One of these is application sharing. This is particularly helpful in a technical support situation where the user must demonstrate the application to the support representative. With no capability to run the application, it would be quite challenging for the support people to determine what is wrong.

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

Article Source:
http://www.articleside.com/management-articles/online-chat-software-is-great-for-businesses.htm - Article Side

DJ Willis - About Author:
If you're looking for info about a online chat software, log on to www.netop.com today.

Article Keywords:
business, computers, software

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!