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**HELPFLOW**

# THE LIVE CHAT BLUEPRINT

**How Your Website Can Use Live  
Chat to Boost Conversion Rate and  
Increase Sales**

Website Chat



**Paul S.**

Support Team



Paul S.

Hi. I'm online. Do you have any questions I can help with?

Write a message...

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(888) 600-5761 CONTACT@HELPFLOW.NET

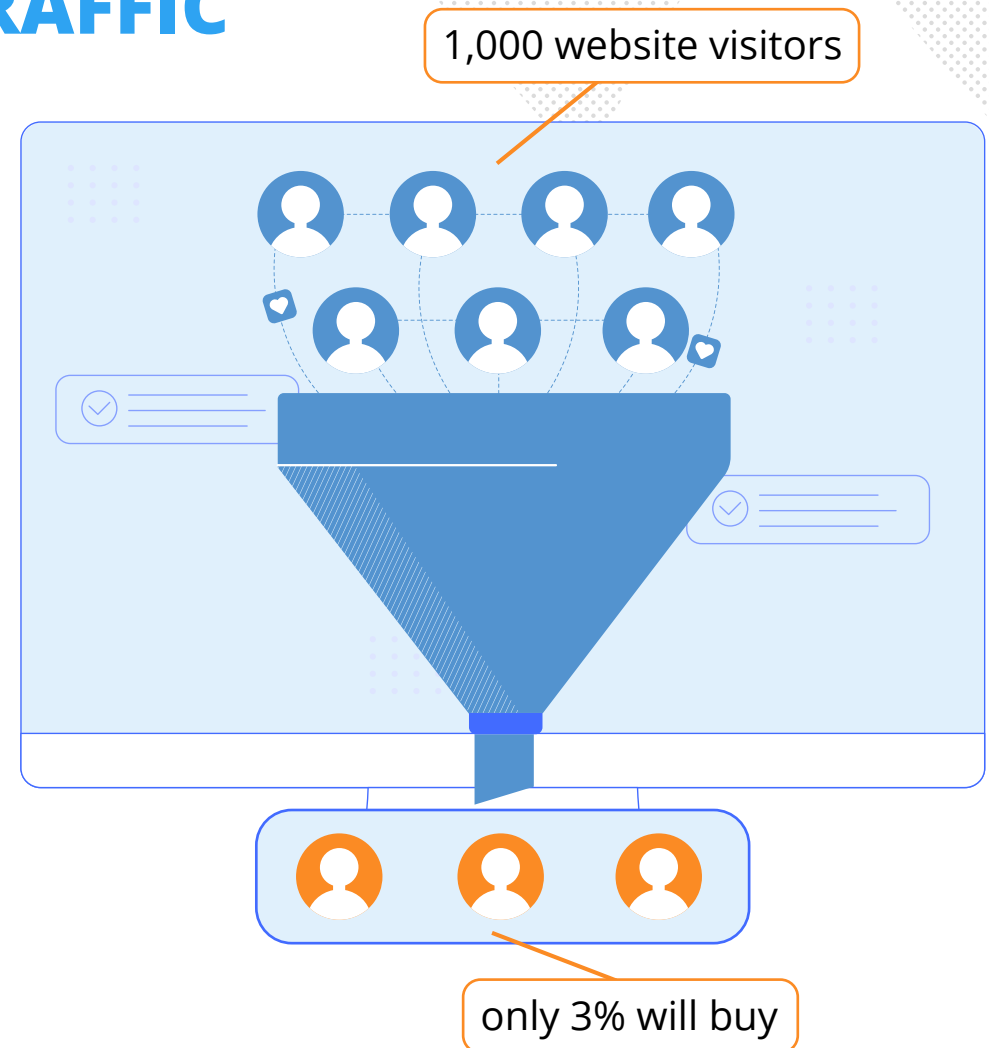
# YOU NEED SALES, NOT TRAFFIC

You likely have a website guy, an SEO / Google agency, and maybe even a Facebook guru that you work with. But why specifically did you hire them? Not to get traffic, but **to get more SALES!**

When someone visits your website, the odds of them buying right away is really low - in fact, the best websites typically only convert 3-5% of their visitors to buyers.

**When 1,000 people visit your site this month, literally 950 of them leave** without buying or contacting you. That's a LOT of missed opportunity.

In this Blueprint, you'll learn how to use "Live Chat" to **easily start a live conversation with website visitors and turn them into buyers.**



# WHAT IS LIVE CHAT?

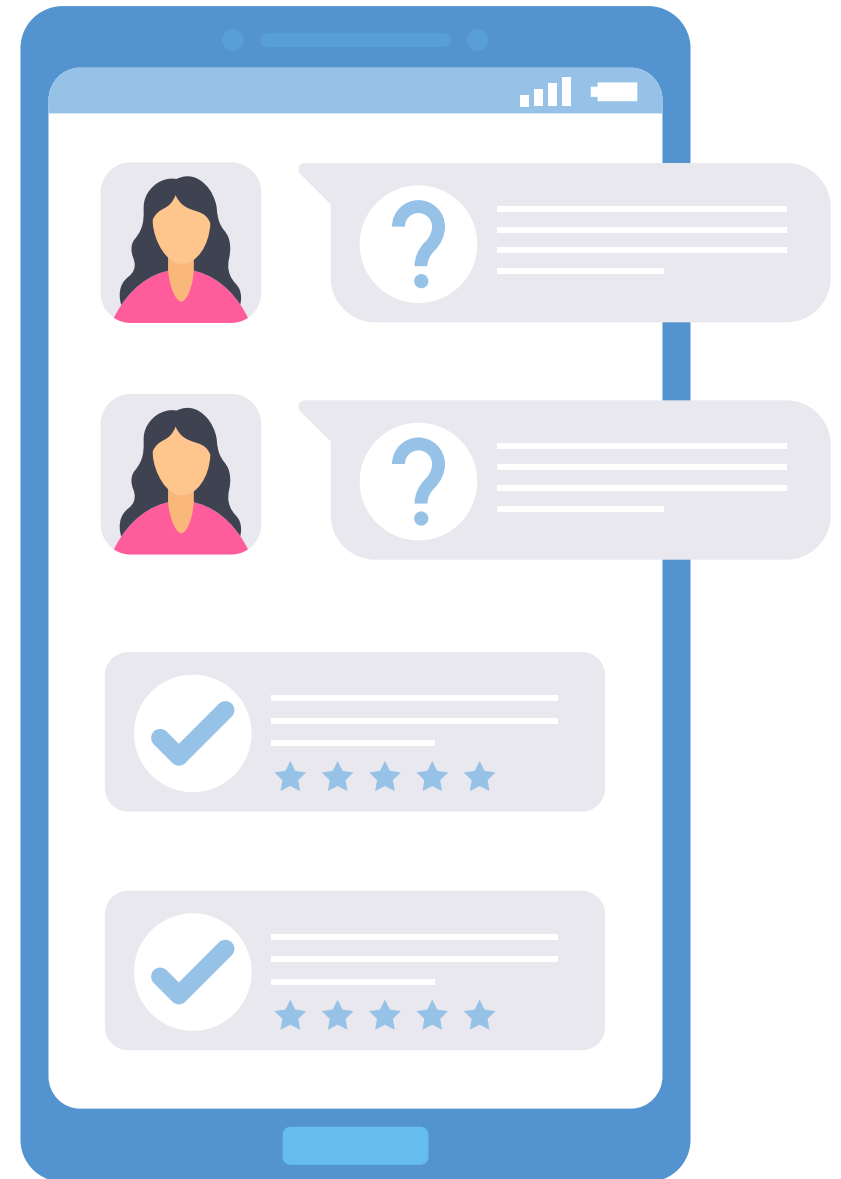
When someone visits your website, they often have questions before they're ready to buy. **Most will not pickup the phone and call you or wait for an email** response since that's a big step for them.

However, **if you could answer their question, they would be more likely to buy right away.**

Live Chat gives visitors the ability to ask a question easily and get an answer quickly.

- Visitors can click the chat box or reply to chat invite to start a conversation.
- The conversation happens live on your website.

Getting a quick answer brings them closer to buying. This is a win for them, and a win for your business since you're now in contact with them.



# BE ONLINE ALL DAY EVERY DAY

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You can't just be online for chats during business hours. 30-50% of your website visitors are on your site during the nights and weekends.

If live chat is only available during business hours, then **visitors do not get the help they need - and you lose potential sales.**

**TAKEAWAY:** Make sure the Live Chat option is available 24 hours per day every single day (incl weekends).



# NEVER USE CHAT FORMS

If someone walked into your office and had a question, would you ever refuse to speak with them until they filled out some paperwork?

Forcing someone on your website to fill out a “pre chat form” is the same thing - someone clicks the chat box because they have a question, and you force them to fill out the form before you’ll speak with them.

Never use a pre chat form on your website. It’s a negative experience for your visitors.

**TAKEAWAY:** Let visitors click once to start a chat. Don’t put a form in front of prospects that want to ask you a question before buying. You can get all their contact info another way, during the chat.

**Questions? Chat with us!**

We can't wait to talk to you. But first, please take a couple of moments to tell us a bit about yourself.

Name \*

Email Address \*

Phone Number

Order #

How can we help you today?

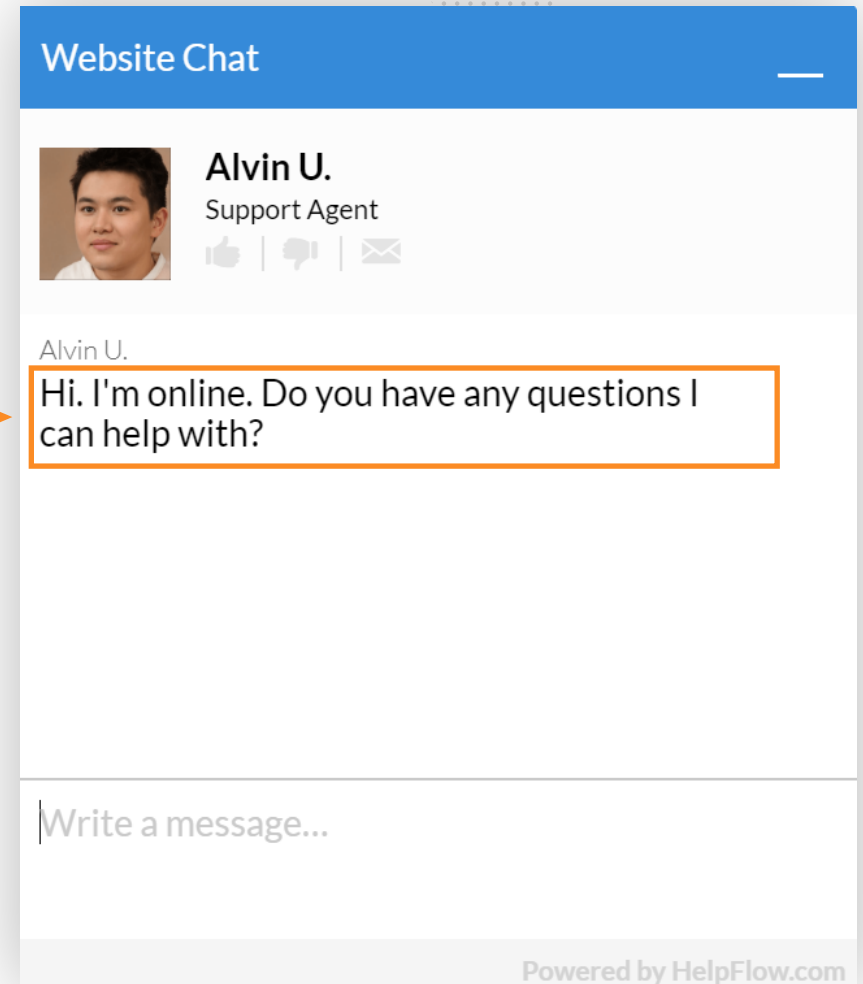
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# ALWAYS USE AUTOMATIC CHAT INVITES

If someone is on one of your webpages for awhile, they're probably having trouble finding specific info. Similarly, if someone starts to buy or become a lead but then stops, there is something holding them back.

You can track these situations and automatically invite someone to chat with "perfect timing". We've tested a large number of messages and found that low pressure non-salesy messages get the best response rate. Greetings don't annoy visitors if they're at the right time with the right messaging - visitors appreciate the help.

**TAKEAWAY:** Use automated greetings and test carefully to ensure they're not annoying your visitors.



# RESPOND TO ALL CHATS IN 5 SECONDS

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When you don't respond quickly to your website visitors, they get frustrated or angry. While some tech-savvy website visitors will browse around while waiting for you to answer, the majority will sit there and watch the chat box waiting for someone to respond.



You need to answer their chats fast:

- Respond in 4-6 seconds max to the first chat.
- Keep the visitor updated every 30 seconds.

If you take longer on your responses, it's not just ineffective. It will hurt sales since people will leave.

**Takeaway:** Manage your response times carefully.

[Watch The Online Demo Video Here](#)

# THE RESULTS FROM LIVE CHAT

When you use live chat effectively, you will get more sales without having to increase traffic.



## 10-30% MORE SALES

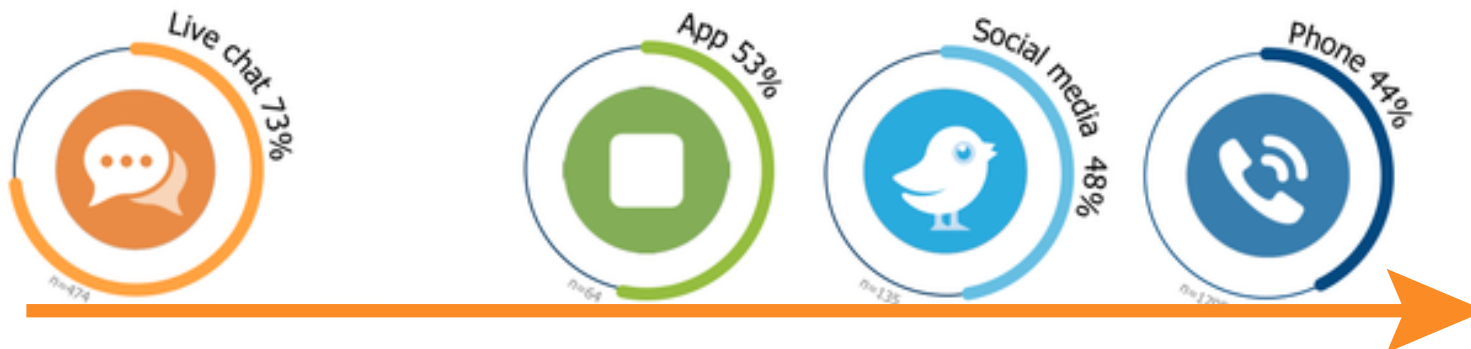
Adding live chat to a website that already has quality traffic producing sales typically increases conversion rate by 10-30%.



## LOWER COST PER SALE

By increasing your conversion rate without increasing ad spend or traffic, your cost per lead or sale drops significantly.

Visitors prefer live chat over all channels, including phone.





# YOUR VISITORS WILL LOVE CHAT

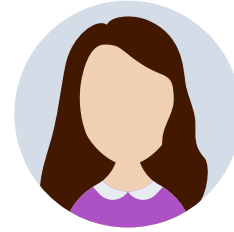
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These comments were left after the chat on other websites. Visitors clearly love live chat.



*«It is helpfull to have answers to individual questions, and get clarification. Well done.»*



*«Amy was very attentive and made me feel like she cared about my concerns. She was very professional and warm.»*

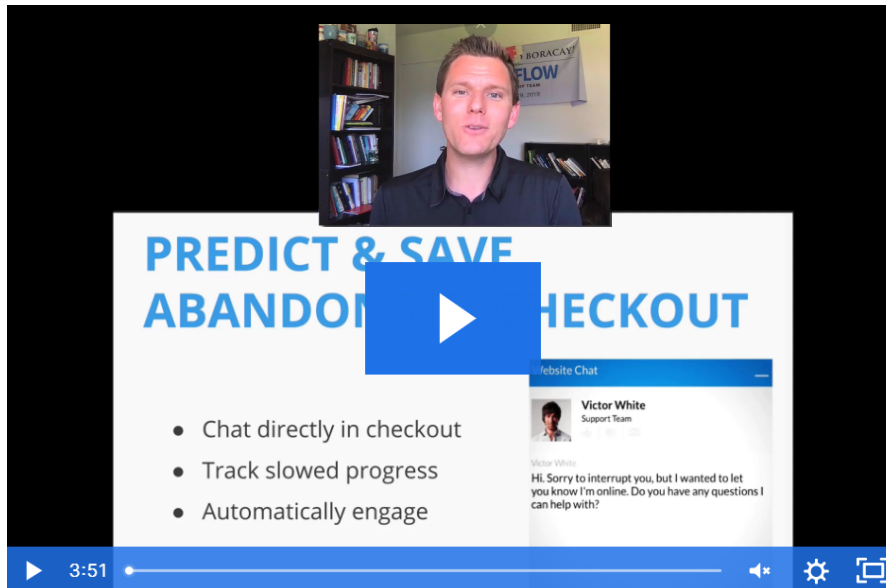


*«I was researching the website when the chat box opened and I received immediate support. This was impressive! Thank You.»*



*«It was great, and surprising, that someone was available at this time of night. Thanks very much.»*

# WHAT'S NEXT? WANT A LIVE CHAT TEAM?



We run 24/7 live chat teams for 100+ websites and can get your business more leads and sales!

- ✓ **OFFER 24/7 LIVE CHAT EASILY**  
With HelpFlow, you can offer 24/7 live chat to visitors without staffing it yourself.
- ✓ **WE CAN LEARN YOUR BUSINESS**  
Our methodical onboarding and collaboration process helps us to learn fast.
- ✓ **TRACK YOUR (HUGE) ROI**  
We track leads and sales directly in your website analytics or CRM to prove the ROI.

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