



Live Online Chat

A Guide to Getting the Most
Out of Your Marketing Dollars

More people than ever search for professional services online – is your business spending the time, money and effort to reach them?

For law firms, medical practices and other businesses looking to maximize marketing spend, online live chat has become an essential tool. Live chat provides human operators specifically trained in the intake conversion process to connect with your potential clients every day of the year, 24 hours a day, 7 days a week – in both English and Spanish. It facilitates a helpful online experience, builds trust with potential customers and captures more leads than a website form and phone number alone.

IT'S ALL IN THE NUMBERS:

4.12 average number of Ngage chat leads received before retaining first client

20 legitimate chat leads – typical number of leads Ngage Live Chat delivers for every 1,000 website visitors

2x the conversion rate over a legal website

55% number of live chats that occur during office hours

45% number of live chats that occur AFTER office hours

63% of chats take place on a mobile device

7% tablet devices contribute 7% of the live chats

A Trusted Form of Communication

We live in a world of instant gratification. Online retailers deliver purchases within 24 hours. Food delivery services bring your favorite tacos to your doorstep. Life happens in 24/7 time, no longer content with delays and long waiting periods.

As a result, consumers have come to expect an expedient response to online inquiries. With the average response time for emailed customer service requests at 12 hours, immediate interaction with the prospect can provide a more satisfying and engaging client experience.

Multiple studies show customers respond positively to live chat on websites. According to an EDigitalResearch survey¹, live chat offers the highest level of customer satisfaction – 73% – versus other customer service channels, including phone and email. And a recent Forrester survey² on sales maximization revealed 44% of online consumers felt having their questions answered by a live person was one of the most important features a website could offer.

Naturally, this extends to professional services.

¹ <http://www.edigitalresearch.com/pdf/sample-benchmarks/Customer%20Service%20Benchmark%20March%202014.pdf>

² <https://www.forrester.com/report/Making+Proactive+Chat+Work/-/E-RES57054>

The average person who visits the website of a doctor, lawyer, dentist or other professional service provider may be unsure how to approach the discussion. They may even be embarrassed about their situation. Because of this, they may benefit from some features that online chat offers.



Anonymity – a visitor can remain anonymous while gathering information, then share their contact details when ready.



Privacy – visitors can discuss sensitive information like bankruptcy, DUI arrests, family issues or even health information without having to speak out loud.



Time – pressing issues arise 24 hours a day, 7 days a week. Online chat makes a representative available at all hours of the day, especially on weekends.



Location – with live chat, your potential client can communicate with you from anywhere they are – work, school or other places – without fear of reprisal or judgment.



Multitasking – you multitask throughout the day, and so does your potential client. With live chat, they can work, watch the kids or even browse social media while talking to your business.

Live chat helps convert website visitors to qualified leads appropriate to your area and practice focus.

To date, Ngage Live Chat has delivered
OVER 5 MILLION LEADS to clients on the platform.

This is not lead generation – these are leads from visitors drawn to our clients' websites through their own marketing and visibility efforts. Most live chat services are pay-by-performance – you only pay for the qualified leads you receive. This means, you pay for leads that are in your practice area, in your service area and have provided valid contact information so you can reach them.

Welcome to Your Audience: The Digital Shopper...

It should surprise no one to learn the buying habits of the modern consumer changed dramatically over the past decade. The convenience of online shopping has conditioned most people to prefer making purchases from the safety of their computer screen. Think about the popularity of Cyber Monday for holiday shopping – it's now more popular than Black Friday, and is slowly moving beyond just one day into an entire week.

But online isn't limited to a laptop. The advent of the smartphone moved search and shopping to a new level. Generations X and Y, Generation Z (aka, the post-millennials) and even the Baby Boomers have moved their research and shopping habits online via smart phones, allowing them to satisfy their search needs regardless of location.

According to Search Engine Land³, consumers performed more than half of all of their search queries on mobile devices. And search on mobile devices has surpassed using the phones for their original purpose – making and receiving phone calls.

...And They Prefer Texting

With this massive shift to mobile-based search comes a new way to seek out services. Instead of waiting for Aunt Edna to call back, today's consumer wants immediate response. And if Aunt Edna doesn't text, she's no longer a source of information.

ACCORDING TO MEDIUM⁴:

- Roughly **18.7 billion text messages** are sent worldwide every day.
- Americans, on average, **text twice as often as they call**.
- **75% of millennials** say they prefer texting to receiving a phone call.
- **78% of people** would rather have a text-based conversation with a business.
- **44% of consumers** would prefer to text than wait for a response from an agent on the phone.

³ www.ringcentral.com/blog/wp-content/uploads/2012/12/SMS_Infographic2.jpeg

⁴ <https://www.textrequest.com/blog/texting-statistics-answer-questions/>

How can your practice benefit from this increased focus on mobile? When you maximize your mobile-optimized site with live chat, you reach an audience of people who are “on the go” and who would prefer to text rather than talk. In some cases, this is a potential client who may not have connected to you were it not for these mobile-friendly options.

While professional services will still require a true consultation to fully understand the client’s situation, making the initial contact points match the consumer’s preferred method of interaction – performing information gathering and even scheduling an initial visit – can build credibility and trust before you ever meet in person.

THE POWER OF TEXTING

Adding text as a communication approach is not only a wise decision, but a necessity if you plan on keeping up with prospective clients and their needs. Here’s why:

81%
OF AMERICANS
TEXT REGULARLY

32%

of those texting closed a business deal via text

2 in 10

people say they would give up morning coffee to still be able to text



TEXTS HAVE A 99% OPEN RATE
v. 40%-50% on a good day for email

TEXTING HAS A 45%
average response rate

Because they’re urgent and direct, text messages have the power to stop someone in their tracks, wherever they are, just to read your message.

Live chat services mimic texting on a mobile device, allowing the visitor to communicate in a familiar fashion. And advanced chat services offer something called “text-to-chat” — the visitor uses their mobile device’s native texting application, while the chat operator chats back in real time. Text-to-chat allows a business to provide a unique texting number so a client may reach out at any time.

Capturing More Leads – Generating More Opportunities

If you've spent money building a website, you might be spending money on digital marketing efforts such as search engine optimization (SEO), pay-per-click advertising (PPC), social media and more, as well as traditional forms of advertising (TV, radio, billboards, print ads). All of these can be aimed at driving more people to your website.

Live chat enables that contact. Once the visitor is on your site, it will help engage them in a conversation that increases the chance they'll stay on your site. This can have a maximizing effect on your current advertising spend, as well as improve your visitor conversion rates.

HOW?

The live chat service functions as the “face” of your business, and the live chat operator may be the first interaction potential customers have with you. Carefully structured, well-handled interaction is vital. A mere 5-second delay can be the difference between a bounced visitor and a prospective client. Live chat operators respond immediately, offering empathy and making the visitor the focus of the conversation by asking open-ended questions.

No matter how the prospect has reached you – whether through live chat, an inbound call, a referral, or another form of outreach – it's important to establish your business as a helpful resource to the visitor.

Adding a live chat feature to your website can be a helpful resource not only for your clients but also for you. Live chat's text-based interaction can assist with one of your most daunting, but necessary, challenges: intake. Active, engaged intake facilitates the conversion of opportunities into customers. How you manage your intake process will either make or break the relationship with your leads.

Live chat can help with intake in several key ways:

1

INSTANT CONNECTION

Instantaneous communication between the potential client and the live chat operator not only benefits the client, but it provides a strong, digital “handshake” between your firm and the client. Rather than allowing the client to simply browse your site and possibly move on, live chat “grabs” them and engages them in productive conversation.

Contrary to rumor, live chat does not eliminate phone calls to your business. Live chat conversations are designed to engage prospects which ultimately increases the number of phone calls – and in-person interactions – you have. Visitors will continue to call and email, but live chat can help engage the visitors who don’t.

2

OPEN-ENDED QUESTIONS

Once a visitor initiates a chat on your site, the live chat operator works to gain access to critical information necessary to solid client intake. Live chat operators are trained to ensure the data they collect help both you and the client decide if the relationship will be a good fit.

Some of the information obtained through live chat may include:

- Name, phone number and/or email address
- Verification that the client is in your area of service
- Confirmation that the client is interested in the service you provide
- Some basic information about, and an understanding of, their issue or the services they need
- Information about the customer’s location and/or location of the incident (if applicable)
- A request for contact

3

BETTER RESPONSE TIME

Live chat is a good way to turn your website visitors into leads, but it doesn’t automatically turn them into clients. How you handle those leads determines who becomes a member of your client base and who remains just a visitor to your site. The longer you wait to follow up on leads, the less likely you are to make them your clients.

A study by LeadResponseManagement.org suggests you are more likely to turn a lead into a client if you contact them within the first five minutes. They examined data collected over a three-year period from six businesses, focusing on one

question: when should companies call web-generated leads for optimal contact and qualification? The results were interesting: when a team member followed up on leads within the first five minutes – as opposed to the first 30 minutes – they were 100 times likelier to make contact with the lead. What's even more striking is they were 21 times more likely to convert the lead.

Live chat delivers leads in real time — allowing you to respond quickly when a lead is ready for contact. Even outside of office hours, a responsive live chat system can grab potential clients on your site and facilitate communications with them. And it may give you that edge to grab the clients your competitors didn't reach in the first 5 minutes.

4

BETTER TRACKING

The ability to track potential clients from initial contact to representation has never been easier. With live chat, you can:

- Link with Adword campaigns and Facebook advertising
- See events in Google Analytics
- Integrate with popular CRM systems including (but not limited to) Captorra, Clio, Salesforce, Hubspot, Insightly, Law Ruler, Smart Advocate, Lexicata, LegalLeap, Zoho, LeadDocket, TrackMyLeads, and many more.

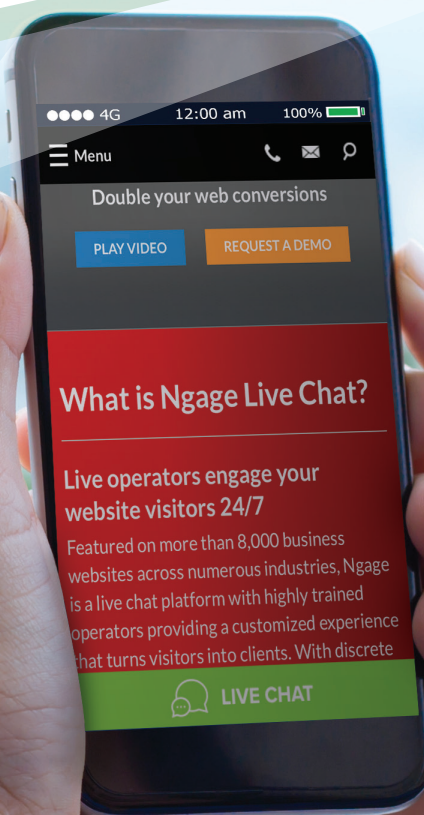
The last point is especially important - most live chat programs integrate with commonly-used CRM software, so you can track your potential clients as they come in through the chat. Contact details, chat transcripts and other relevant information can be imported automatically into the CRM for later use. You can rely on your CRM to help manage your leads by feeding your chats directly into client records so you can apply your existing intake system to your live-chat lead prospects.

Live chat integrates with Google Analytics and other tools for tracking statistics about visitors, views and sessions on your website. You also can integrate live chat directly with the Facebook messenger feature on your firm's Facebook page.

How Live Chat Works

Visitors to your site want a quick response to their inquiry so they can achieve peace of mind that someone cares about their issue – they don't want to sit on hold for long periods of time or wait until your office is open for a phone or email response.

With live chat, a human operator greets your web visitors as they arrive, regardless of time of day or day of the week. The chat operator engages the potential client in an interactive experience that, ultimately, provides you with contact details, a description of their circumstances and a concept of their needs. Whether they're using a smartphone, tablet, laptop or other device, the conversation feels the same to the prospect.



Welcome to Live Chat

Hi, I am Claudette.
How may I assist you?

I was involved in an accident.
This is the first time this has
happened to me and I have
no idea how to proceed.

I am very sorry to hear that.
We may be able to help.
Do you mind describing the
details of the accident?

I was rear ended last night
and I am incredibly sore
today. My neck is killing me.

Starting the Conversation

Every chat begins with a welcome message. The trained operator then interacts with the potential client through the chat window, prompting them for details of their concerns, the circumstances that have prompted the chat, the geographic location of relevant incidents or people involved, and the timing or priority of assistance the visitor needs.

Assessing the Prospect's Needs

Live chat intake operators are trained to collect specific information you need in making a decision to take on a client. Training ensures the operators are familiar with the intake process and relevant terminology to gather the required information for you, and decide whether the person with whom they're chatting should be transferred immediately via phone or if the potential client can wait for you to contact them at your convenience.

Wrapping up the Session

Once the operator has this information, he/she can determine next steps. The potential client is informed of what will take place. A transcript of the details provided in the chat session is automatically provided to you via email or text before you and/or your staff make contact with the potential client – even in the event of a “warm” handoff.

THE RESULTS

By implementing live chat, you'll create an interactive and engaging online experience that gives your clients personal attention at their convenience. At a minimum, **LIVE CHAT SERVICES CAN GENERATE 40% MORE CONTACTS FOR YOU** — a step in the right direction. Industry-leading live chat services have the ability to double the number of contacts (or “leads”) from your website.

In a crowded online marketplace, you need your firm to be noticed and stay in front of prospective clients. Earning trust and taking action to attract and capture new clients requires proven processes and support to help you keep pace with demand. As you can see, live chat differentiates you from your competitors – it allows you to give potential clients immediate, personal attention 24/7, 365 days a year. Without this instant communication, visitors may leave your site and seek help elsewhere.

Find out more about



Ngage Live Chat engages prospects on thousands of business and professional services websites. We invite you to make Ngage a part of your business growth strategy -

CONTACT US TODAY AT 1.877.912.8668 TO GET STARTED.

ngagelive.com

**REACHING OVER
25 MILLION
CONSUMERS PER MONTH**

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