TIPS, TRICKS AND SECRETS TO LIVE CHAT SUCCESS

March 11, 2014
Housekeeping

- If you have questions, please enter them in to the chat box within the console.

- Questions will be answered in a brief Q&A session following the presentation.

- A link to the recorded webinar will be sent to you following today’s presentation.
<table>
<thead>
<tr>
<th>Presenters</th>
</tr>
</thead>
</table>
| **Lauren Freedman**  
President, the e-tailing group |
| **Ross Haskell**  
Director of BoldChat Products, LogMeIn |
| **Jon Abt**  
Co-President, Abt |
BoldChat enables human-to-human connections in the digital world

BoldChat empowers companies to communicate with their customers and website visitors across channels including chat, email, twitter, SMS, and click-to-call.

Engaging with visitors and customers real time is the foundation to build loyalty and business success and BoldChat makes it easy to talk to them right when they need it and how they want it.
The Voice of Cross-Channel Merchandising
Straight talk from “in-the-trenches” online merchandising experts

- 20 years e-commerce consulting
- **Author**, It’s Just Shopping
- 50+ years traditional retail and catalog experience
- **Fortune 500 client projects** ranging from strategic planning, merchandising, marketing, to technology development and messaging
- **Cross-category** projects spanning specialty retail to department stores
- **Proprietary research studies** on mystery shopping, merchandising, mobile and consumer behavior
Food-for-Thought Questions

CONSIDERING CHAT?

• Are your conversion rates meeting or exceeding industry standards?
• Can chat be an ideal tool to increase conversion?
• Is your category one that would benefit from well-trained CSRs supporting shoppers via chat?
• Where within the shopping experience can you integrate chat to better KPIs?
• Knowing the simple integration that is associated with deploying chat, how quickly can a test be done?

USING CHAT?

• Have you employed industry best practices when deploying live chat?
• What metrics are you utilizing to measure your results and how often are you reviewing the findings?
• What chat conversion levels are you experiencing and are your conversion rates meeting or exceeding industry standards?
• What level of training are you providing to ensure performance excellence?
• Are your CSRs delivering the highest level of service in support of customer expectations?
Highlights, Reflections and Best Practices from the 5th Annual Chat Mystery Shopping

THE RESEARCH HIGHLIGHTS
Our Process

- Reviewed the EG100 for 4Q13 to see where live chat was part of the customer experience
- Chatted twice with 50 retailers that had live chat
- Evaluated 30+ metrics
# 50 Retailers in Review

<table>
<thead>
<tr>
<th>Abt</th>
<th>Dell</th>
<th>J. Crew</th>
<th>Nike</th>
<th>Saks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Dick's Sporting Goods</td>
<td>King Arthur Flour</td>
<td>Nordstrom</td>
<td>Sears</td>
</tr>
<tr>
<td>Apple</td>
<td>Disney</td>
<td>L.L. Bean</td>
<td>Office Depot</td>
<td>Staples</td>
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<tr>
<td>Aveda</td>
<td>eBags</td>
<td>Land's End</td>
<td>Orvis</td>
<td>Steve Madden</td>
</tr>
<tr>
<td>Barnes &amp; Noble</td>
<td>Foot Locker</td>
<td>Lane Bryant</td>
<td>Overstock</td>
<td>Sundance</td>
</tr>
<tr>
<td>Best Buy</td>
<td>Garnet Hill</td>
<td>Lenovo</td>
<td>Patagonia</td>
<td>Title Nine</td>
</tr>
<tr>
<td>Blue Nile</td>
<td>Godiva</td>
<td>Men's Wearhouse</td>
<td>Petco</td>
<td>Under Armour</td>
</tr>
<tr>
<td>Chico's</td>
<td>Golfsmith</td>
<td>Moosejaw</td>
<td>Pottery Barn</td>
<td>Walgreens</td>
</tr>
<tr>
<td>Clinique</td>
<td>Harry &amp; David</td>
<td>Neiman Marcus</td>
<td>REI</td>
<td>Williams Sonoma</td>
</tr>
<tr>
<td>Crutchfield</td>
<td>Home Depot</td>
<td>Newegg</td>
<td>Ross-Simons</td>
<td>Zappos</td>
</tr>
</tbody>
</table>

**the e-tailing group**
Topics of Discussion

- Pre-chat assessment
- Chat button location
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- Post chat information
Quick Service = Increased Satisfaction

#1. Don’t keep shoppers waiting (particularly when they need a quick answer)

Service unavailable…………….0%

Service Temporarily Unavailable

The server is temporarily unable to service your request due to maintenance downtime or capacity problems. Please try again later.
Topics of Discussion

- Pre-chat assessment
- **Chat button location**
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- Post chat information
#2. Highlight live chat on home page, in cart and customer service area and ideally as part of universal navigation

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>US50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navigation</td>
<td>68%</td>
</tr>
<tr>
<td>Not Omnipresent</td>
<td>32%</td>
</tr>
<tr>
<td>Customer Service/ Contact Us Page</td>
<td>94%*</td>
</tr>
<tr>
<td>Cart</td>
<td>25%*</td>
</tr>
<tr>
<td>Product Page</td>
<td>19%*</td>
</tr>
<tr>
<td>Category Page</td>
<td>19%*</td>
</tr>
</tbody>
</table>
Live Chat that is on the home page and universally present is ideal

Universal live chat.................68%
Positioning on the product page along the path to purchase finds shoppers at decision-making juncture.

Product Page..........................19%
Integrate in the often visited customer service

Customer Service..................94%
Live chat in the cart averts abandonment
Position capability to encourage participation
Topics of Discussion

- Pre-chat assessment
- Chat button location
- **Hours**
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- Post chat information
#3. List hours of operation (and make sure agents are available during posted times)
Visibility at key junctures ideal
Topics of Discussion

- Pre-chat assessment
- Chat button location
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- Post chat information
Responses via email reinforce chat access

<table>
<thead>
<tr>
<th>CHAT BUTTON LOCATION</th>
<th>US50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chat Unavailable Form</td>
<td>16%</td>
</tr>
<tr>
<td>Time to Respond to Email Form</td>
<td>6 hours 12 minutes*</td>
</tr>
</tbody>
</table>

Hello Reneta,

Thank you for emailing in to The Home Depot Online Customer Support. I understand that you would like to know about our recommendation for flooring, as a comparison between hardwood and laminate.

Reneta, I would recommend hardwood. We have the item [Bruce Cinnamon Maple 3/4 in. Thick x 2-1/4 in. Wide x Random Length Solid Hardwood Flooring (26 sq. ft./case)] as well for an option. If you can be of any further assistance, please do not hesitate to respond to this e-mail. Thank you for being a valued Home Depot customer. We look forward to your continued business.

Sincerely,

John H.
Homedeport.com Customer Service

Original Message Follows:

Contact Us Form Message From: Reneta Akers
Submitted: 08-21-2013 11:12:59 PM EDT
Address1:
Address2:
State: IL
City:
Zip/Postal Code: 60624
Phone: 7733220792
E-mail: ra@email.com
Subject: Product Information
Area of Interest: InterestOnline
Topic: products_inquiry
Product Brand: null
Order Number:
Store Location:
Service Number: null
Comments: Which type of flooring is better suited for my kitchen - laminate or hardwood?
Topics of Discussion

- Pre-chat assessment
- Chat button location
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- Post chat information
#5. When requesting pre-chat information start with the name and email and consider allowing chatters to direct their chats by department and to share specific needs via an open-ended comments field.

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>US50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prechat Information Requested</td>
<td>74%</td>
</tr>
<tr>
<td>Optional</td>
<td>5%*</td>
</tr>
<tr>
<td>Phone</td>
<td>16%*</td>
</tr>
<tr>
<td>Name</td>
<td>100%*</td>
</tr>
<tr>
<td>Email</td>
<td>97%*</td>
</tr>
<tr>
<td>Direct Inquiry Location</td>
<td>46%*</td>
</tr>
<tr>
<td>Open-ended Comments Field</td>
<td>54%*</td>
</tr>
</tbody>
</table>
Pre-Chat Information can become overwhelming so simplicity is advised

#5. When requesting pre-chat information start with the name and email and consider allowing chatters to direct their chats by department and to share specific needs via an open-ended comments field.

*subset of chat sample*
Apple

Question: What's the difference between the iPhone 5s and 5c?
Reinforce merchandising point-of-view

Thank you for contacting Customer Care!

Service Available
Sun-Sat: 8a-11p CT

Looking for the hottest releases? Check it out:
- Release Calendar
- Launch Locator
- Facebook
- Twitter

START THE CONVERSATION
*First Name:
*Email Address:
*Please type in your question:

Submit
Departmental access followed by directed answers aides shoppers

Direct Inquiry Location

Please wait while we find a Fishing & Hunting Specialist to assist you...
You have been connected to William O.

William O.: Hello and welcome to Orvis Renata. I see your question - What gift would recommend for my father in law who enjoys fly fishing as a hobby? I am reviewing this now and will be with you in a moment.

Renata: ok thanks

William O.: Is he mostly a freshwater fisherman? Does he already have most of the equipment that he needs to fish? Is there a price range that you would like to stay around with this gift?

Renata: yes, he has all the equipment, so I am looking for something more unique. I was hoping to spend no more than $250

William O.: Does he tie his own?

Renata: yeah I think so

William O.: Please allow me a few moments to come up with a few good suggestions for him.

Renata: ok thanks

William O.: I have three different choices. The first would be a great choice if he is a fly tier and would like to keep them organized. It is $239, but it is very unique and can be engraved and added on to.

William O.: this would be the Centnerb Red Oak fly tying box.

The agent is sending you to [http://www.orvis.com/store/product.aspx?pf_id=5014]

William O.: The next would be something that he might not have in his current collection of equipment. This is the Pro Guide Stretch wading jacket.

This is a must have for fishing in cold weather or in the rain.

The agent is sending you to [http://www.orvis.com/store/product.aspx?pf_id=974]

William O.: The last will be a great idea for the angler that needs a nice case to carry and store his equipment. This is the Safe Passage© Carry-it-all Rod and Gear Case.

The agent is sending you to [http://www.orvis.com/store/product.aspx?pf_id=2722]

Renata: great I will check them all out. thanks for your help

William O.: Thank you for using Orvis Chat. It was my pleasure to assist you Renata.

Renata: thanks

Your session has ended. You may now close this window.
Departmental access for services is also valuable.
Topics of Discussion

- Pre-chat assessment
- Chat button location
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- Post chat information
Chat Queue

#6. Communicate with customers throughout the process to avoid chat abandonment

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>US50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wait Time Until Agent Is Available to Answer Chat</td>
<td></td>
</tr>
<tr>
<td>Queue wait to start chat</td>
<td></td>
</tr>
<tr>
<td>Information Provided When Waiting in Queue</td>
<td>100%*</td>
</tr>
<tr>
<td>Automated</td>
<td>35%*</td>
</tr>
<tr>
<td>Expected Wait Time Stated in Chat Box</td>
<td>69%*</td>
</tr>
<tr>
<td>Actual Wait Time That was Stated in Chat Box</td>
<td>1 minute 12 seconds*</td>
</tr>
<tr>
<td># Chatters in Queue Stated in Chat Box</td>
<td>88%*</td>
</tr>
<tr>
<td>Actual # Chatters Shown in Queue</td>
<td>2.17*</td>
</tr>
</tbody>
</table>

*subset of chat/queue sample
Knowing how long the line is reassures those who are waiting

# chatters in queue.......................................................88%
Topics of Discussion

- Pre-chat assessment
- Chat button location
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- **Chat experiences**
- Post chat information
Chat experience times should be reduced

6.89 minutes in 2012 vs. 9.68 in 2013

#7. Ensure CSRs are trained with ample product knowledge to address a range of consumer questions and provide alternative suggestions if needed

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>US50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Time To Chat</td>
<td>9.68 minutes</td>
</tr>
<tr>
<td>Did They Answer The Question?</td>
<td>92%</td>
</tr>
<tr>
<td>Quality Of Service Received (1-3 3= Best)</td>
<td>2.72</td>
</tr>
<tr>
<td>Chat Manned by Real Person</td>
<td>100%</td>
</tr>
<tr>
<td>Alternative Product Suggestions Received</td>
<td>36%</td>
</tr>
<tr>
<td>Attitude</td>
<td>3.93</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>4.03</td>
</tr>
<tr>
<td>Purchase Encouragement</td>
<td>2.03 *</td>
</tr>
</tbody>
</table>

*subset of chat sample
CSR had a good attitude, provided alternatives and encouraged purchase and upsell

<table>
<thead>
<tr>
<th>Potential Points</th>
<th>Petco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Chat</td>
<td>9 minutes</td>
</tr>
<tr>
<td>Attitude</td>
<td>3</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>5</td>
</tr>
</tbody>
</table>

Q. Anything to keep dog out of garden

--Quick answer, suggested less expensive alternative when asked, 20% online incentive
Knowledge counts

Q. Road running shoe

--asked qualifying questions, content and product links

<table>
<thead>
<tr>
<th></th>
<th>Potential Points</th>
<th>REI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Chat</td>
<td>6 minutes</td>
<td></td>
</tr>
<tr>
<td>Attitude</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Welcome to REI Live Help; an REI representative will be with you shortly. You have been connected to Jenn B.

Jenn B: Hi Renata! Please wait a moment while I check on your question.

Renata: sure thank you

Jenn B: Are you interested in a regular road running shoe or more of a minimalist type shoe?

Renata: a regular road shoe


Jenn B: Here is a good pair to take a look at.

Jenn B: Are you just starting out doing the long distance runs?

Renata: yeah I just started and thought I would shop around

Renata: those are nice

Jenn B: This is a good starter for sure. Once you have run for awhile and learn what type of foot strike you have, you will be more specific on what type of road running shoe you will need. Please click the link to view http://www.rei.com/learn/expert-advice/running-shoes.html

Renata: oh, yeah my friend drags me with her so I need a shoe

Jenn B: If you have the time, I highly recommend you read this link on running shoes.

Jenn B: It is surprising how much difference a shoe makes!

Renata: cool thanks

Jenn B: Is there anything else I can do for you?

Renata: no thanks, you've been a big help

Jenn B: Thank you for using REI Live Help! If you would like a transcript of this Live Help session for later reference, click on the print button to the right of this window.
Be detail-oriented

<table>
<thead>
<tr>
<th>Potential Points</th>
<th>Crutchfield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Chat</td>
<td>16 minutes</td>
</tr>
<tr>
<td>Attitude</td>
<td>3</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>5</td>
</tr>
</tbody>
</table>

Q hookup instructions for laptop to TV

--asked about usage needs, let her know it wasn’t possible and directed her to products that could fit her needs; let her know how to close the commission-based sale
# Going the extra mile matters

<table>
<thead>
<tr>
<th>Potential Points</th>
<th>Williams-Sonoma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Chat</td>
<td>14 minutes</td>
</tr>
<tr>
<td>Attitude</td>
<td>3</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>5</td>
</tr>
</tbody>
</table>

**Q. durable saute pan**

--quick answer with available sizes. Reinforced W-S guarantee. Excellent product knowledge shared.
The right tone supports your brand where closing the sale is optimal

<table>
<thead>
<tr>
<th>Potential Points</th>
<th>Nordstrom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Chat</td>
<td>16 minutes</td>
</tr>
<tr>
<td>Attitude</td>
<td>3</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>5</td>
</tr>
</tbody>
</table>

Q inventory check for ivory dress

--completed task, searched for options and came up with another solution (shawl); very friendly tone supporting their service model
Efficiency is essential

Time to Chat.................9.68 minutes

eBags
Time to chat: 3 minutes
Encourage customers to buy

Purchase encouragement......2.03/5.00 where 5=completely encouraged

#8. Train CSRs to offer to place the order or close the sale and incentivize accordingly

<table>
<thead>
<tr>
<th>Potential Points</th>
<th>abt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time to Chat</td>
<td>14 minutes</td>
</tr>
<tr>
<td>Attitude</td>
<td>3</td>
</tr>
<tr>
<td>Likelihood to Buy</td>
<td>5</td>
</tr>
<tr>
<td>Purchase Encouragement</td>
<td>5</td>
</tr>
</tbody>
</table>
Evaluate proactive opportunities

<table>
<thead>
<tr>
<th>PROACTIVE CHAT</th>
<th>US50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proactive Chat</td>
<td>23%</td>
</tr>
<tr>
<td>Average Time to Chat</td>
<td>8.13*</td>
</tr>
<tr>
<td>Did They Answer the Question?</td>
<td>96%*</td>
</tr>
<tr>
<td>Did They Try to Close the Sale?</td>
<td>22%*</td>
</tr>
<tr>
<td>Quality of Service Received (1-3; 3= Best)</td>
<td>2.71*</td>
</tr>
</tbody>
</table>
Topics of Discussion

- Pre-chat assessment
- Chat button location
- Hours
- Chat unavailable form
- Pre-chat information
- Chat queue
- Chat experiences
- **Post chat information**
Learning from satisfaction surveys are important and participation is strong according to retailers

#9. Provide ability to have chat emailed or at a minimum printable and follow up with a customer satisfaction survey

Steve Madden
CHAT: A SECRET WEAPON
Abt Electronics
General Overview

Abt is Chicagoland's premier destination for all of your home's needs. Abt carries thousands of items from top manufacturers like Apple, Samsung, Whirlpool and more. Abt is more than just a store, it's an experience. Almost everything handled in house-deliveries, installation, service, tech support, etc...

- Privately held company
- Founded in 1936 by Jewel and David Abt
- Single location storefront
- Employs 1200 experts
- Named “Best Place” to buy appliances in the US (3 years in a row)
- Received several awards for retail excellence (BBB, BizRate, Stella Service, etc...)
- Answer is always YES to any reasonable request
History of Abt.com

- Website began in 1997
- Ecommerce site launched in 1998
- We outsourced initially, but began staffing in-house by 2000.
• Currently, 75 people are a part of the ecommerce team with the bulk in sales and customer service.
• Online sales and customer service team handles all email, phone calls, chats and Q&As unlike our competitors.
• We started online chat in 2005 with 2 seats. We now have 35 seats.
Why Live Chat Is Important

- Customer service is what we use to differentiate us from the rest.
- We provide videos, reviews, buying guides and live interaction.
- Chat is only as good as the people who are answering the questions and interacting with our customers.
- Our online staff not only answers chat, but phone calls, emails, Q&As etc. Almost 100% of our online staff came from our retail showroom and have years of experience selling or assisting customers.
• Since live chat began, onsite sales conversions are up 20%
• Just like phone calls transitioned to text messaging, customers prefer more and more everyday to communicate via chat. It’s quicker, easier and allows you to multitask.
• 2012 vs. 2013 – 5% increase in phone calls. 40% increase in live chats
• Live chat is a great way to provide online customers a hands on and personal shopping experience.
CONTACT INFORMATION

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