

Live Chat Top 10 tips



1 Respond quickly

- Answer chat requests immediately, this form of response must be acted upon to ensure a good consumer experience. If you're late they may already be talking to a competitor of yours.

2 Stay on line

- Always ensure someone is available to answer the chats during working hours and remember that customers will use Live Chat outside of normal business hours. Developing a process for answering these chats will help generate even more leads.

3 Friendly introductions

- Friendly Introductions - Introduce yourself & assure the customer that you're happy to answer any questions about the vehicle in question.

4 Don't demand

- Don't demand customer contact details in return for information. That's the quickest way to end a conversation.

5 Ask for contact details

- Don't ask for contact details straight away, introduce this into the conversation as you go. Remember if they wanted to speak to you, they'd have called.

6 Are they at work?

- Be mindful that the customer may be at work. Pushing for a call won't work so build up the rapport and exchange your details for later conversations.

7 Suggest a visit

- Always suggest the customer visit the dealership to take a test drive. It's a great opportunity to provide your dealership contact details, address and opening times.

8 Strike while the irons hot

- If they seem keen to talk prices, suggest a quick chat and ask for their contact details - don't delay in calling them.

9 Be honest

- If you don't know the answer to a question then tell them you will find out and get back to them (ask them how'd they prefer to be informed - email or call)

10 Be honest

- Just because a customer wants to end a conversation doesn't mean they are gone for good. More often they'll return to those dealers who were friendly and helpful.