

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 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.

3 Stay online

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.

4 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.

5 Friendly introductions

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

6 Strike while the iron's hot

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

7 Don't demand

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

8 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).

9 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.

10 Be friendly

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