



# RELY SERVICES<sup>™</sup>

## REINVENT

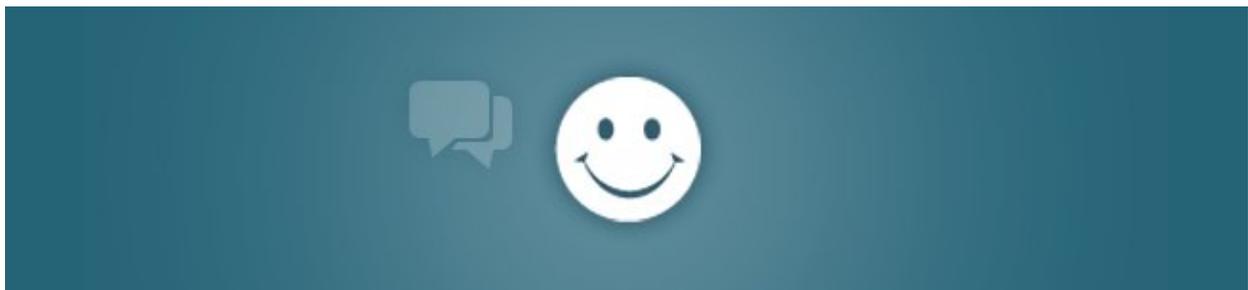
### Live Chat Customer Engagement Solution

Rely Services Inc. prides itself in working with customers to let them concentrate on their core business functions. Live web chat is not what most companies consider to be a core business function, but in retrospect it is your first web based customer contact that can lead to the customer developing an interest in your product or service. We understand this need, and offer our customers a very attractive program where there live chat on the web site is manned by a offshore inside sales representatives who's responsibility is to make the customer know we are interested in their business, offer special web programs (if you have them) and convert them to a high quality lead for your sales team to make the sale.

Your Rely web chat team will man your website 24/7, train on needed product information as you require and provide your company a lead transfer report for your sales organization to follow up and make the sale the same day a customer initiates a chat session.

Depending on need, insides sales can also be part of the solution in which product or services will be ready for you to ship or begin service.

### Why?!



#### 1- Live Chat is Convenient to Customers

- Immediate interaction between the vendor and the client.
- No pain of having to send email or contact 1-800 numbers.

- “An ATG Global Consumer Trend study found that 90% of customers consider live chat helpful and an emarketer.com survey found that **63% were more likely to return to a website that offers live chat.**”
- Studies have found that as many as 38% of respondents said they had made their purchase due to the chat session itself.



## 2- Live Chat cuts down on Expenses

- Reduces customer's time and phone expenses.
- Increases worker efficiency being able to handle **multiple chats** instead of being able to take only one call.
- Improves chances of overall sales.



## 3- Live Chat Increases Sales

- Customers are easily and readily guided through the sales process and helped until the purchase is complete.
- Decreases bounce rate, customers staying on site longer due to immediate help being available.

- Recent study for Wells Fargo showed:
  - *“In 2008, Wells Fargo made a second attempt to leverage online chat to drive sales, and happily, this time the results have been crystal clear. High customer satisfaction scores and a double-digit increase in converted shoppers have shown the value once and for all of this technology.”*



#### 4- Live Chat Gives you an Edge on the Competition

- Many top businesses are not using live chat, get ahead of this, and provide customers with an easy way to contact you.
- Emarketer found:
  - *“Almost two in 10 live chat respondents did more than 75% of their holiday shopping online, compared with 14% of those who did not chat. A further 25% of chatters made 51% to 75% of their purchases on the Web, versus just 10% of those who did not participate in the chat service.”*
- Boost’s customer’s social view of the company.
- Make sure you never miss another lead or sale opportunity again.



## 5- Live Chat Taps into Customer's Pain Points

- Live interaction will help the customer purchase the most appropriate product or service.
- Representatives working a live chat may also find out feedback and crucial information about the company website as well as product reviews.

