ruby

The rise of website chat.

Enabling quick connections and ensuring strong
results during times of rapid change.

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INTRODUCTION

Change has been a constant as the world responds to the COVID-19 pandemic. According to headlines from The New York Times, "The virus changed the way we internet." More than ever before, we are working, schooling, shopping, and conducting business from home and online. As a result, internet traffic is up between 50% and 70%.[1]

The rise of social distancing has people looking for new ways to connect, resulting in significant growth for chat platforms. From video chat providers like Zoom to messaging in WhatsApp, chat has gone from being an occasional option to an integral way we communicate.

For businesses, the shift from in-person to online presents new challenges as well as significant opportunities. A secret shopper study of 10,000 companies found that 71% of website leads are wasted because companies lack the ability to respond quickly enough.[2] Chat can close the gap, helping you respond rapidly to potentially valuable connections. Adding chat to your website can help increase leads, conversions, sales, and customer satisfaction.
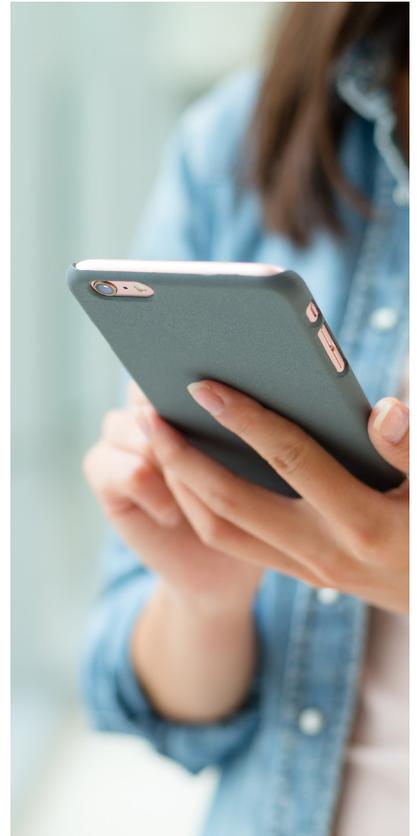
LET'S EXPLORE:

- How chat has become an essential communication tool for the new digital business
- New industries gravitating toward chat platforms
- The benefits of adding chat to your website
- How chat can boost your customer experience

1 **FORBES 2020**

2 **FORBES 2012**

PART ONE

A quick background on website chat.

Before getting into all of the details, let's examine what chat is and how it works.

What is chat?

Chat begins as code you can place on your website that enables instant messaging between your business and your customers. You can add it strategically to certain webpages, or make it available across your entire site. Chat often shows up as a messaging window that appears toward the bottom of the screen. You've probably noticed it on some of the websites you visit and may have used it to ask questions while looking for products or solutions online.

There are two common types of website chat to consider:

Ruby
Cameron Live Chat Specialist ♥
02:12 PM Visitor Hello? My AC is out and I'd like some help.
02:12 PM Cameron Oh goodness, I am sorry to hear your AC is out! How long have you been experiencing this problem?
02:13 PM Visitor It went out last night while I was asleep. Can somebody help me today?
Cameron is typing · SALES
Send Message · **Send**
Powered by Ruby
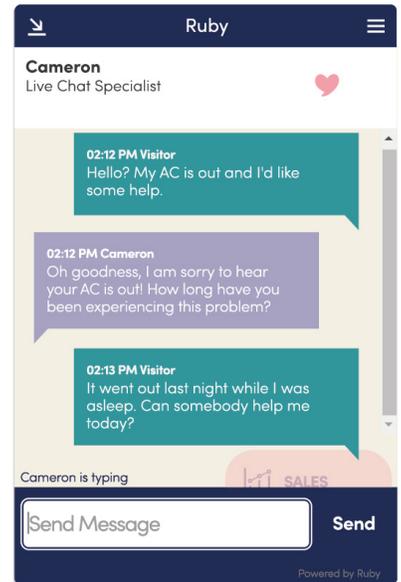
CHAT

Live chat

With live chat, every response you receive comes from a real person who works behind the scenes to represent a business and its support customers. Live chat enables friendly, unscripted communication to help your company build a memorable, human connection. Live chat agents can display empathy, solve problems, initiate sales conversations, overcome objections, and more. If your customers are likely to be looking for context, emotion, or complex discussion, live chat is your best choice. Since 84% of consumers say being treated as an individual and not a number is very important to winning their business,[3] live chat scores higher in terms of consumer preference.
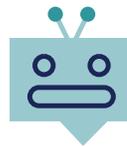
AI-powered chatbots

AI is here to stay, and it has come a long way since its inception. It's behind many services you're already familiar with, like purchase recommendations based on your browsing history, news feeds on social media, estimated commute times in Google maps, and more. AI chatbots are programmed to recognize specific questions and trigger responses based on keywords. They excel at always-on availability, lightning-fast response times, and reducing the burden on staff by handling frequently asked questions. Depending on the service you select and the frequency of your website chats, chatbots can also be cost-effective. They don't perform as well in situations where emotion, empathy, complex conversation, or off-script problem solving are required.

3   SALESFORCE 2018

A few facts about website chat.

Implementing chat on your website can result in significant and speedy returns for your business. Here are a few facts and figures about its power to turn website browsers into loyal customers.

Live chat is the leading digital contact method for online customers.

46%
of customers prefer chat compared to...

29%
who prefer email...

16%
who prefer social media[4]

Customers are

46%
more likely to buy from a company with live chat support[5]

Live chat results in a

10%
increase in average order value compared to users who did not engage with chat[6]

Live chat increases conversion rates by

40%
per chat hour[7]

The average return for a single chat is

$249[8]

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4 JD POWER 2016
5 CRAZY EGG 2020
6 FORRESTER 2015
7 AMERICAN MARKETING ASSOCIATION 2016
8 LIVECHAT 2015

Rapid growth of website chat.

Many factors have contributed to the growth of chat, including changing times, consumer popularity, and business benefit.

The impact of COVID-19.

Software, apps, and tools to support virtual connection saw rapid surges in adoption this spring as the world scrambled to adjust to a new normal.

The numbers paint a clear picture of chat's widespread use. Kik, a chatbot platform, serves 275 million users in the United States alone.[9] Drift, another chat provider, reported a 79% increase in conversation volume this spring.[10] Drift also reported a 77% increase in captured leads and a 45% increase in meetings booked.[11] These numbers highlight chat's effectiveness in moving customers through the sales cycle, even in uncertain times. Across the board, website chat has seen a steady 10% growth[12] that's likely here to stay.

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"Right now, the virus seems like an accelerator for digital change that was already underway... the surprise has been to see the resistance to this digital change suddenly evaporate. What organizations resisted for a decade is now core to survival and innovation. It is exciting, because this digital mindset will persist, and it is highly unlikely companies will try to return to what worked prior to the pandemic."

Michael Hendrix

PARTNER AND GLOBAL DESIGN DIRECTOR, IDEO SHARED WITH FAST COMPANY

Despite website chat's popularity with consumers, it had relatively low adoption before the pandemic hit, giving businesses who used it a significant competitive advantage. Now, chat has reached an inflection point. What used to be a 'nice to have' is quickly becoming an expectation.

9   NEXTGEN DESIGN 2020   11   IBID

10 DRIFT 2020   12   ZENDESK 2020

Which industries are driving chat's growth?

While chat is growing across sectors, key industries are gravitating toward it at higher rates.

Legal

A law firm's website is its new front door. More and more clients are forgoing phone calls and in-person visits, and instead reaching out to legal professionals online. What's more, approximately 80% of potential new clients expect a response within 24 hours of reaching out to a lawyer—and many of those individuals expect answers in 5 minutes or less.[13] With chat, attorneys can provide the people they serve with personalized, instant, convenient communication, meeting demand, and converting more website visitors into clients.

Home services

Customers are spending more time at home, resulting in increased focus on home improvement projects. In addition, our homes, appliances, plumbing, and electrical systems are more taxed than ever, increasing the need for maintenance and repairs. Home services companies are turning to chat to meet increased demand, gain an edge over competitors, help new customers through the decision making process, and support loyal clients as they reach out for service calls.

Health

These days, many non-emergency health concerns are either put on hold or addressed via virtual visits. Since health issues can be stressful and overwhelming for patients, the need to communicate and ask critical questions is high. Staying connected with patients through chat is an ideal way to offer support, increase efficiency, and keep patients and providers safe.

Dental and orthodontics

Dental and orthodontic decisions depend on educating patients and building trust. It can be hard for patients to select a dentist or orthodontist without reaching out and getting questions answered. Website chat helps dentists and orthodontists connect with and secure new patients. It also helps them save time by sharing answers to insurance, billing, and treatment questions before and after visits.

13   CLIO 2021

Retail and e-commerce

Webchat is a perfect match for retail and e-commerce. It allows brands to make targeted product recommendations, increase sales, and provide stellar customer service to stand out in a competitive marketplace. Chat can also help retail brands learn more about customer needs and analyze trends to evaluate new products or solutions.

Chat is also being applied in creative ways to benefit online sales in the food industry. Whole Foods Market recently launched a chatbot to help customers find recipes and get lists of ingredients needed to make the meal. Food businesses can leverage chat to make recommendations, offer add-ons or promotions, or support the ordering process.

Education

The decision to invest in education or professional development takes time, research and careful consideration. Most customers compare programs before making a decision, considering course material, instructors, costs, reputation, time commitment, and outcomes. Offering chat can help potential students build preference for your program as they make their decisions. Chat can also help teachers connect with virtual students, facilitating collaboration and effective learning in the online classroom environment.

Car sales

Car sales are high-value transactions that require detailed, personalized information to complete. This complex process makes car sales ideal for live chat support. Live chat helps salespeople offer valuable information whenever it's needed, even when the showroom is closed.

Software

Software is a fast-growing industry that offers a proliferation of potential solutions. Deciding which option is the best fit can be challenging, especially in B2B sales where multiple stakeholders are involved. Chat can help communicate differentiators, offer the right message at the right moment, share demos or offers, and convert to sales calls. Live chat can also support users after their purchase by offering onboarding and troubleshooting advice.

PART THREE

Key benefits of website chat

### Enabling connection in a virtual world.

Website chat is well suited to our new, socially-distanced world, enabling real conversations in the absence of face-to-face interaction.

Real-time responsiveness.

Customer expectations around response times have been on an upward trend for years. In fact,

66%

of consumers say instant, on-demand engagement is a critical decision-making factor when purchasing new goods or services.[14]
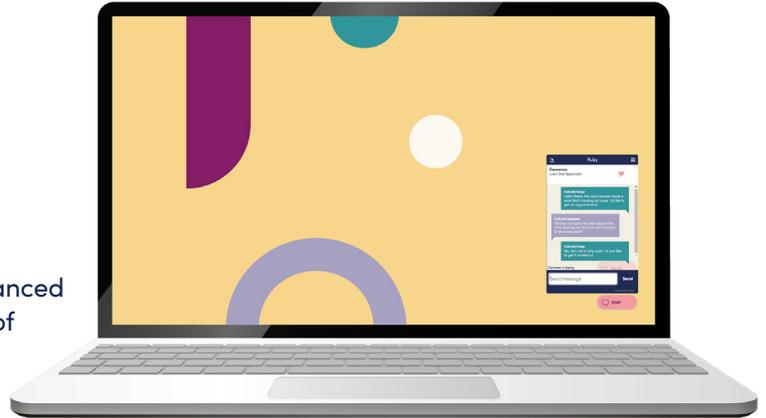
With parents managing jobs from home, helping children learn online, and managing a host of household distractions, consumers are more fractured and less patient than ever.

Chat stands out as a solution due to its ability to enable real-time responses. For example, Ruby's live chat service replies to customer requests in under a minute, drastically reducing wait times for needed information. Chat service response times can vary, so timing should be a key point of comparison when evaluating services.

Proactive customer service.

Chat allows you to anticipate customer needs and provide above and beyond service in the exact moment it's needed. Since you are communicating with users who are already on your website, you can respond to their behavior in meaningful ways. Perhaps they visited a specific product page repeatedly, indicating strong interest. This behavior could indicate a perfect moment for your chat service to step in, offering a few additional details about the product, an answer to a common question, or a motivating promotional offer.

Addressing objections.

More than a third (35%) of salespeople say overcoming price objections is one of the biggest challenges to building customer relationships.[15] Website chat can help you address concerns right away through an engaging back and forth conversation, potentially winning an opportunity that would otherwise be lost.

14 SALESFORCE 2018

15 HUBSPOT 2016

PART FOUR

Using chat to enhance customer experience.

Customer experience is your company's overall perception based on every interaction between your buyers and your brand. Adding chat to your website can increase positive interactions for your visitors, making an impact on your customer experience in no time flat. Here's how.

Responsiveness

Consumer studies make it clear — quick responses matter. On-demand engagement is critical to the decision-making process for

66%
of customers[16]

What your customers consider quick may be quicker than you realize. When reaching out to a business

75%
of customers expect help within five minutes.[17]

If you think that's faster than you can manage, consider adding chat to the mix. Ruby's live chat service can help you respond to customers in under a minute. The real-time nature of chat can make a tremendous impact on your customers' perceptions of your responsiveness. business. The results of your efforts will send a steady stream of customers through your door.

Elements of a stellar customer experience

While customer experience takes all interactions into account, there are a few universal satisfaction drivers to focus on that can make a significant impact on your overall customer experience.
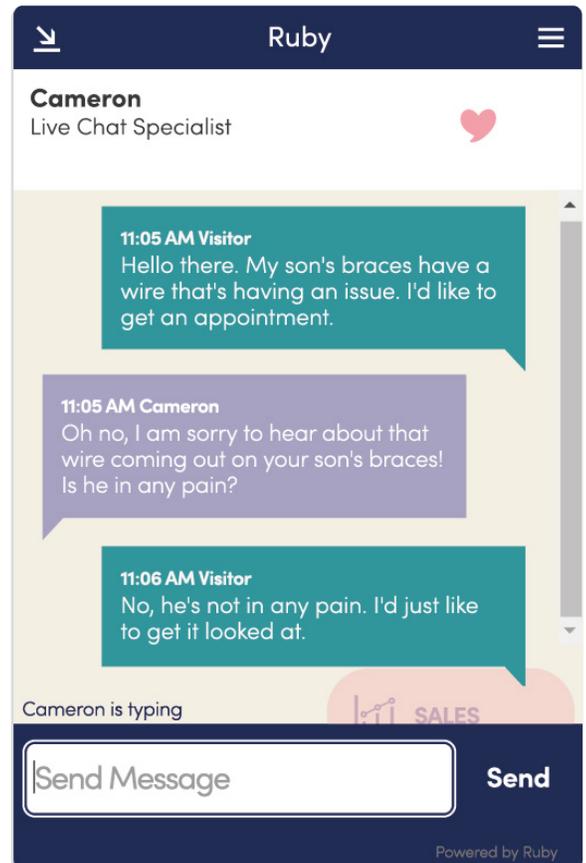
16 SALESFORCE 2018

17 MCKINSEY 2017

Personalization

In addition to quick responses, customers want businesses to treat them like people. What's more, if they've done business with you in the past, they want you to offer tailored communications that take their history into account.

84%

of consumers say they expect to be treated as a valued individual[18]

80%

expect personalized communication.[19]

Website chat offers a level of personalization that helps your business shine. When you can have real conversations, make offers, and share supportive information based on website and purchase history, your customers feel both valued and known.

Empathy

As customers face new sources of stress and anxiety, demonstrating empathy can make all the difference. Yet many businesses struggle to get empathy right. Studies have shown an ongoing empathy deficit, in which

80%

of organizations believe they offer a positive customer experience while only

8%

of customers agree.[20]

*The inherent loss of human connection in digital business makes empathy even more important.*

18 **SALESFORCE 2018**

19 **FORBES 2020**

20 **BAIN 2005**

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"We've witnessed stunning shifts in customer interaction volume, types, and transactions. As customers navigate these uncertain times, demonstrating empathy through digital channels has become the new standard of engagement."

Dawn Anderson

**SENIOR MANAGING DIRECTOR,
GLOBAL LEAD – CUSTOMER, SALES & SERVICE, ACCENTURE**

Most customers plan to continue making their purchases online even after the pandemic has ended,[21] so working to deliver responsiveness, personalization, and empathy in your digital experience can help you respond to the current moment and set your business up for a vibrant future.

21 **MCKINSEY 2020**
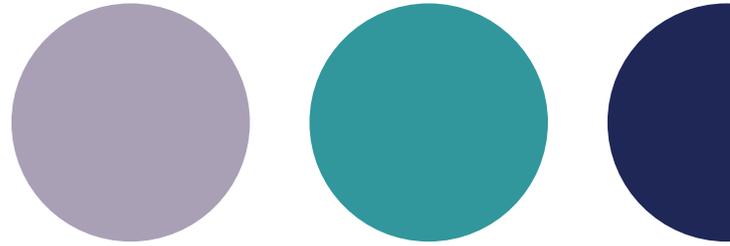
How website chat can help you deliver a stellar customer experience.

Here's the good news: website chat can help with all three key customer experience elements.

Responsiveness
Chat can help ensure responsiveness by giving customers an option to reach out in the moment and receive near-real-time responses.

Personalization
Chat supports personalization. Agents can respond to customers based on website and purchase history, making the conversation more tailored and relevant.

Empathy
Live chat agents can display empathy by listening to what your customers are going through, letting them know they are heard and understood, and offering relevant solutions.

44%

Since 44% of online consumers say getting questions answered during their online purchasing process is one of the most important features a website can offer,[22] all companies who do business through their websites should consider supporting customers through website chat.

22 FORRESTER 2010

PART FIVE

Wow-worthy website chat with Ruby!

Now's the perfect time to capitalize on the rise of chat by implementing it to benefit your business. Chat can quickly deliver the increased efficiency, leads, sales, and customer experience you need to remain competitive during changing times.

Our services.

Ruby's live chat is powered by friendly, professional, US-based agents. We're trusted by more than 10,000 small businesses to deliver an above and beyond, exceptional customer experience, every time.

We train each of our specialists to deliver tailored responses to establish and support your brand. They spring into action within 60 seconds of receiving a chat request, using the information you provide to support your customers. Think of us as an extension of your own team, except we're available 24/7/365 at a fraction of the cost of a full time employee. managing existing work.
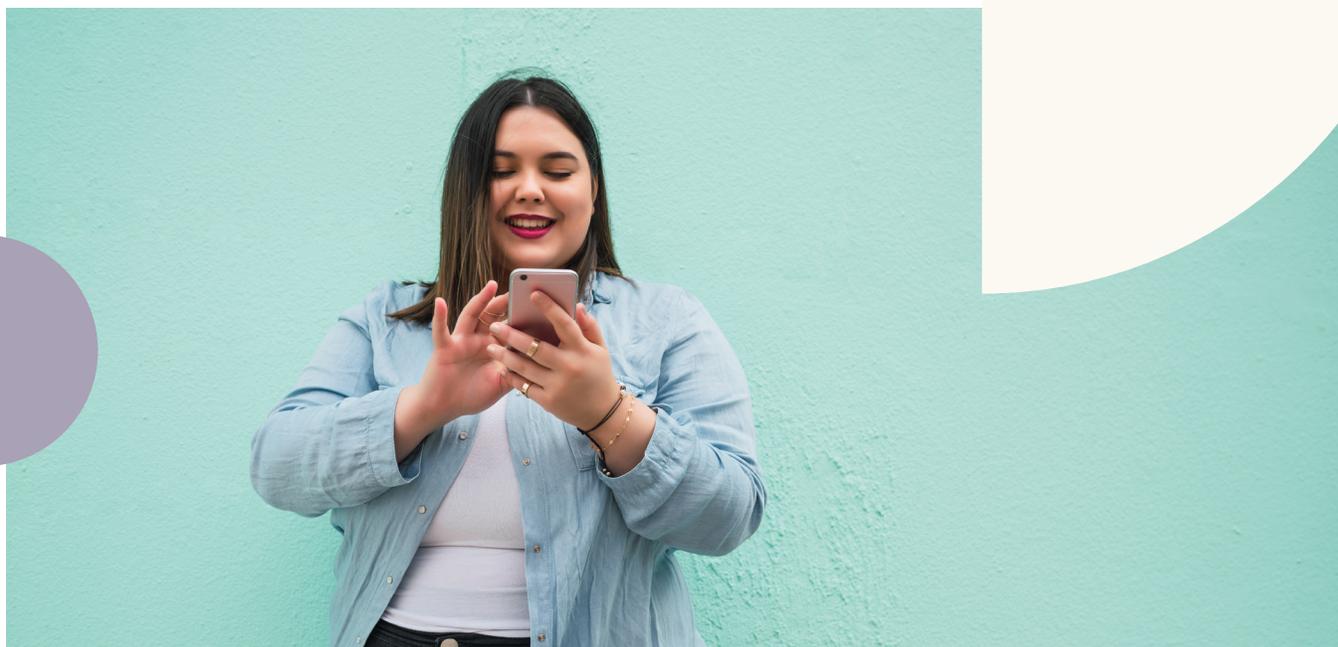
Ruby's live Chat Specialists are experts at sparking real, connection-building conversations that drive customer satisfaction and loyalty. Here are just a few of the ways we can help you and your website visitors:

Collect contact information such as name, email, and phone

Respond to common customer questions

Make a memorable, human connection with your customers

Direct transfers to your sales team

Display empathy and support customers in stressful situations

Share real-time notifications via email, text, or phone so you can respond quickly when needed

Provide full chat transcripts with IP addresses and referral sources to help you analyze customer needs and marketing performance

Most importantly, our Customer Happiness team will work with you to identify the best chat solution to engage your site's visitors and further customize your service over time. Your profile will become more sophisticated as we interact with customers, updating or adding FAQs, branded responses, and more.

What our customers have to say

"Ruby has simply blown away my expectations of what an online chat service could ever achieve. They have rebuilt my trust in others being able to deliver the amount of value we strive to deliver to our clients daily."

Brian Leech

SERVICE LEGENDS

"In the first three months of service, Ruby captured 28 leads for my practice converting more than $103k in treatment revenue."

Jared Brader

INTERMOUNTAIN AUDIOLOGY

"Ruby really cares about their clients' success. There are a lot of options for vendors out there, and I would put their dedication among the best of the best."

Mike Agugliaro

CEO WARRIOR

ruby

Our best months have been since starting with Ruby's service. The team is an absolute pleasure to work with. They go above and beyond. Highly recommended!

Dr. Ben Fishbein

FISHBEIN ORTHODONTICS

See what Ruby can do for you with our 21-day money-back guarantee!

We want to show you the difference Ruby's live chat can make for your business. Give us a try and start elevating your customer experience and closing more business right away.

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