



WG  
Live Chat Software™

# Key Features & Benefits

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## PROVEN TECHNOLOGY OF AN INNOVATOR

We at LiveAdmins consider ourselves pioneers in the Live Chat industry. While we may not have been the only one to consider the concept of Live Chat and while we are not the only one who provides Live Chat solutions, we were the first to develop cost-effective, professional, reliable sales & customer service/support via the then-new live chat software, and we still are the provider with the most customizable solutions for clients across a range of industries. Being a provider of the innovative service WebGreeter™, we feel ourselves in a unique position to provide technology with powerful and effective features which no other provider can (or would have even thought of).

WG Live Chat Software™'s functionality is backed by LiveAdmins' 10 years of experience in providing highly-customized live chat sales and customer service/support solutions for businesses across a variety of industries – 10 years of having to deal with the inadequacies of off-the-shelf solutions in allowing LiveAdmins to provide its innovative WebGreeter™ service, 10 years of feedback from clients whose varying business needs called for considerably-varying service delivery strategies. As such, our software is one shaped and molded according to *practical, business needs* as opposed to other vendors who first make their technology based on theory and then have to adjust according to their clients' needs. WG Live Chat Software™ is a tried-and-true technology, proven to work for a multitude of business models, and we hope that our software will be as useful for your business as it has been for ours.

## OVERFLOW & AFTER-HOURS SUPPORT

In today's competitive world, it is often difficult to control costs and still be able to provide quality service. You may acknowledge that Live Chat technology is a great tool and could be very effective for your business but not allocate resources as you don't have enough to spare for any sort of reliable service. And from our experience, if Live Chat service is not 'available' for visitors – chat agents aren't there enough when visitors typically want service from them – visitors won't find the service useful and Live Chat, therefore, won't have the intended effect.

LiveAdmins, maker of WebGreeter™, can help because we have been primarily service providers for the past 10 years. We are happy to offer a mixed solution in which one can provide service with our software for the main office hours and we can provide service support in the form of after-hours support, servicing your overflow when too many chats are in queue, or some other combination. We can offer this flexibility and enable our clients to provide reliable Live Chat service where they otherwise might not be able to, because we have WebCenters (centers of Live Chat agents) internationally, allowing us to access multiple languages and take advantage of multiple time zones.

# TECHNOLOGY & VISITOR ACCESSIBILITY TO SERVICE

## BACKGROUND

### Technology Chosen

Many live chat software vendors use inferior technology which slows the connection between the website's representatives and the visitor. This can be a hindrance to the objectives sought when implementing Live Chat as visitors may not wait for the connection since one of the main reasons they sought such technology was to access customer service without delay.

LiveAdmins saw the potential in Live Chat for business but saw that this potential could not be realized unless the technology could accommodate the needs of visitors and website owners alike, unless it could make Live Chat practical and scalable and with a high level of availability (99.9%). Thus our highly skilled and experienced software development team decided to develop LiveAdmins' Live Chat technology WG Live Chat Software™ using .NET framework and JavaScript (and will soon be implemented with the open source XMPP server).

## SALIENT FEATURES

### Client-side Scripting vs. Server-side Scripting

Implementations using client-side scripting, such as JavaScript, are always faster than server-side scripting implementations, such as PHP, because they don't need to constantly make connection with the server just to run the application. A JavaScript & .NET-based application only makes connection with the server when data has to be transferred. These technologies are being increasingly used for all internet applications for this reason. The chat operator can be considered to be on the 'client's side', ready and waiting to serve the client.

### Visitors Don't Wait to Connect

The software doesn't make the visitor wait to connect with the operator who will provide service; as soon as the greeting is given or the visitor presses the chat-initiating 'button', *immediately*, the conversation is started and the agent is 'available' for the visitor. Put another way, the chat representative doesn't have to be 'found', he/she is already 'there, ready and waiting'. The superior tools used in developing the software (combined use of .NET framework and JavaScript) along with its unique Automatic Routing System (ARS) are what make WG Live Chat Software™ the most compatible and accessible Live Chat technology for visitors.

## KEY BENEFITS

### Compatibility & Website Integration

WG Live Chat Software™ is highly compatible with internet browsers because the software loads as a part of the website and browser (JavaScript) rather than a supplemental applet that needs to load separately. Therefore, it doesn't affect loading time of the website much at all, and the chat window that pops up doesn't appear to be from outside the website.

### 'Availability' of Website Business

Ensure your business seems 'available' to your website visitors by using live chat technology which provides superior compatibility and immediate accessibility of the service to the visitor. Using live chat software which causes a delay in the connection between the website's representatives and the visitor risks squandering the very objectives sought when implementing Live Chat service in the first place.

### Enhanced Visitor Experience

Making service this accessible for visitors gives them the confidence that someone from the website is 'available' to attend to them. This enhances their experience while they're on the site as help is easily accessible and can be quite handy.

### Further Establishing Credibility & Trust

A business' availability for consumers helps them trust the business and helps the business further establish its credibility.

### Customer Retention & Brand Loyalty

Also, customers are bound to companies the more they are available for them and attend to them.

### Maximizing Opportunities Captured

The chat being so approachable enables more visitors to access service, whether the conversation is initiated by the visitor or the chat operator/software. This maximizes the chances of sales efforts, if that is one of the goals of the website.

## SMART CHAT ROUTING

WG Live Chat Software™ offers *unmatched* routing capabilities using its **Automatic Routing System (ARS)**, the most intelligent and powerful component of the software. ARS routes based on a multitude of criteria, all of which can be changed quite easily through the user interface. \*\*\* **WG Live Chat Software™ employs one of the most advanced systems of routing in all of the contact center industry and definitely the most advanced when it comes to live chat software.**

## KEY COMPONENT OF TECHNOLOGY

### Automatic Routing System (ARS)

WG Live Chat Software™ knows which operators are primary for a given website, which are secondary, and which are not assigned at all (still in training, working on other websites, etc.). The software knows which operators are currently on shift and which are not, which are on break (lunch, washroom, etc.) and how long they have been on break and their total break time, and their total log-in time for a given shift. It knows which operators are managers, which are supervisors, which are regular agents. It knows each operator's service rating (given by manager/supervisor) for each website. It knows how many websites operators are assigned and which operators are allocated more websites and which are allocated less (which is something that is useful in load balancing and overflow routing). It knows the sections the website has been broken down into and which operators are specialized, and therefore assigned, to which sections. It knows in which languages which operators are capable of providing service and in which language the visitor is requiring service on a given website. It knows which personnel are logged in from the website owner's team (if different from agents of service provider) and their availability and their roles. It knows which visitor needs to be given a proactive invitation (if at all), which greeting to give (according to the website), after how long a delay and on which page of the website ... *And according to all of this, the software will route a chat to the appropriate agent! This is what we call WG Live Chat Software™'s Automatic Routing System (ARS)!*

And when the agent receives the chat, the greeting has also been given automatically, showing the operator only what he or she needs to begin providing service.

## KEY BENEFITS

### Better Focus on Quality, Increased Efficiency, and Reduced Costs

#### Agents

The fact that your live chat software can do all chat routing automatically means your agents can focus more on providing customer service and sales support and less on manual labour, which will increase the quality of their service. Your agents won't have to manually greet or send invites; it will be done for them. They will simply begin chatting with the visitor once the appropriate greeting is automatically given to the website visitor and the visitor responds. This will enable them to focus on the visitor information available to them in real time – such as the referrer URL, the page they are currently on, the time they've been on the page, the last conversation agents had with them on the website (if any), which browser and operating system they are using – to be able to respond more intelligently.

Agents will also be able to handle more conversations at a time, and consequently, more in all. This will **reduce your service costs** as the same amount of agents can provide you with more conversations (and therefore, more queries handled) without any increase in working hours.

Also, new visitors on a website are automatically lined up to chat with appropriate operators. There is less of a chance that any of them would have to wait in a queue.

### **Managers/Supervisors/Administrators**

Your managers and supervisors will find the ARS invaluable in managing the entire service efficiently and allow them to focus more on managerial tasks and perhaps, even provide service themselves.

The Software does intelligent routing, routing that the manager would have the burden of doing without ARS, and as routing is a repetitive task, human error would be an issue.

Managers/Supervisors will find that they can focus more on determining where operators are needed, who should be the primary operator and backup, granting or not granting break requests based on information available to them in real time, accurately setting service ratings for operators based on their review of operators' chats, who's better on which site, handling conversations transferred to them, monitoring chats and grading them, monitoring response time of each operator, taking over conversations in real time as necessary, how service might change to improve, what greet time delays should be used and on which pages, whether conversations reflect website chat methodology and business model, suggesting changes to business development managers – considerations managers/supervisors can only have the luxury of if they don't have to do the manual labour the ARS saves them from.

## **RESOURCE MANAGEMENT**

### **SALIENT FEATURES**

#### **Unified Pool of Resources**

Live Chat operators connected through WG Live Chat Software™ are viewed as a unified pool of resources by the software in spite of multiple center locations, with multiple departments of their own. This is due to one application server hosting the software for all operators and also due to the fact that the online database (the website that the visitor is browsing) is seamlessly integrated with the same application server. This allows that unified pool of resources to be providing services to any website, from anywhere, in real time.

#### **Teamwork in Real-Time**

One of the implications of a unified pool of resources is the ability of chat agents to transfer chats in real time to each other or to senior personnel and the power of managers/supervisors to take over conversations, give advice while an agent is chatting live, send messages under the agent's name, etc. This collaboration in providing service is only possible due to the software viewing resources as a unified pool irrespective of role, department, assigned websites, or geographical location.

## Roles & Permissions

Multiple roles can be created and defined with appropriate permissions. Commonly chosen names for roles include 'Manager', 'Supervisor', and 'Operator', and there is a default set available. Specific roles can be created for each company/department/centre allowed to access the software.

Users of the software only see the parts of the user interface that they are permitted to see by their superiors, and their actions within the system are also restricted by the permissions set under their role.

Just about every possible combination of permitted user interfaces for a particular user is possible, giving the main user (perhaps, operations manager) great flexibility and control to set permissions exactly as appropriate for the designation of users in the company/contact center.

## KEY BENEFITS

### Become an International Business

A unified pool of resources irrespective of geographical location and the software's language-based routing capabilities further **facilitates your company becoming an international business**. You can manage operations from multiple regions of the world (or even just one country) and reap the benefits of having resources from varying time zones, speaking multiple languages, with varying TCOs (total costs of ownership), amongst other things. And becoming an international business is something that adds great value to businesses and helps them compete on a global scale, as well as get a competitive edge over those businesses which do not currently utilize resources from multiple parts of the world.

### Hierarchy

Roles & permissions allow a hierarchy structure for agents to be established, a feature required for every type of contact center. Hierarchy, just as in non-chat operations, facilitates efficiency. Managers can have the control they need to run operations and agents can focus on their duties and not have to worry about other complications that they are not responsible for in terms of their designations.

## QA & TRAINING LIVE

Managers can view the conversation that is taking place between the agent and the visitor. They can see which agent is chatting with which visitor and for which website. QA Resources

(managers/supervisors/QA agents/trainers) can suggest something to the operator while he or she is chatting to help improve the conversation *live!* (This is not visible to the visitor.) And the QA Resource can even lock the chat and take over the conversation, 'posing' as the same operator.

The different interactions QA Resources can have with chat operators, for training or any other purpose, are all done through the real-time training screens available in the user interface.

## KEY BENEFITS

### Improving Quality with Powerful QA & Training

Monitoring chats in real time enables QA Resources to see in real time what type of mistakes agents are making and correct what can be corrected, as well as provide advice – *and all live! That's powerful and effective!*

Since the on-going training can be monitored live, the chat operator (Live Chat representative trainee) will see exactly how the QA Resource handled the chat or wanted it handled. And whatever advice the superior provided, less explanation will be needed since the context and application of such advice is clear for both superior and agent. Using this live interface technique of training and quality control, QA Resources can help agents greatly improve their quality and thus the quality of the service.

### Ensuring Professional Service

It is not practical to give live advice with telephone conversations as customers on the line might hear supervisor's advice or direction; so, agents would have to put customers on hold to hear such advice or directions. WG Live Chat Software™ helps you get the most out of Live Chat by enabling superiors to provide direction live (within the on-going chats and in different colour). With such powerful and effective monitoring, quality control, and training facilities provided; you can ensure professional service and prevent service mistakes. (Additionally, agents can transfer chats to senior personnel or fellow operators when appropriate.)

## REAL-TIME MONITORING & CONTROL

Managers set all attributes/characteristics that are needed for a particular agent, related mostly to their service capabilities and assignments. Managers can see in real time every aspect of the service delivery and can consequently make informed decisions. WG Live Chat Software™ gives you the facilities necessary to take full control over service delivery.

## SALIENT FEATURES

### Real-Time Monitoring

Managers not only know who logs into a site, they also know the exact number of visitors each operator is chatting with, in real time. They also see how many users there are logged in, their geographical location, which websites they are allocated to, and how many operators each website has available at a given time. They know who is on **break** – this constitutes lunch time, smoking, washroom, planned or unplanned, etc. – and when he/she is on break, how many breaks he/she has taken, total break time, and the total time logged in for a given session.

### Control Over Agent Characteristics

Managers (or appropriate name for role of users at the top of hierarchy of Live Chat service in your company) have full control over resources within the software. They can add new resources and have full control over what the resource's roles and permissions are, what websites they are allocated, rating how good they are at each of those websites, what languages they are capable of providing service in, their speed and efficiency, and much more. Managers set this information for agents and can access it at any time.

## KEY BENEFITS

### Make Informed Decisions

It enables managers to make informed decisions, and at the time when such decisions are needed as the information is available in real time. They can view the dynamic state of the system and can make simple changes to the environment in order to balance the service load with the available pool of chat operators.

### Take Control!

WG Live Chat Software™ enables you to exert full control over every aspect of the Live Chat service. It enables you to ensure that service is being provided exactly the way you want it to be. Taking such control will result in a higher level of efficiency for your operations and set you up to provide a higher quality service: sky's the limit!

# KNOWLEDGEBASE LIBRARY

WG Live Chat Software™ allows you to host a virtually unlimited amount of data on the application server. The data hosted via the software application acts as an easily-accessible and ever-increasing knowledgebase library for on-going training and reference for chat operators. The software is set up to host such libraries on a *per-website basis*.

## SALIENT FEATURES

### Canned Messages

WG Live Chat Software™ allows pre-typed messages within the easily-accessible and organized knowledgebase library. One set is for all operators allocated to the website. The other is a per-operator set which allows agents to build some pre-typed messages of their own, a notepad-type library. Our software organizes those canned messages so that they can be used in line with the developed methodology for providing Live Chat service on the particular website – i.e., the Canned Messages are not simply a depository of messages.

Additionally, the canned messages window for the operator switches as the operator switches from a chat on one website to another, thereby avoiding mistakes such as sending info of one website's business to the visitor of another website's business.

### Push-Pages

The knowledgebase library includes all of the pages of the given website organized as the site map. These make it handy for agents to guide visitors on the site and push pages to the visitor, a hand-holding approach to enhance the user's experience on the site.

### Automatic Updating

Changes to any of the information stored (the information of the company who owns the website, the library of pre-stored messages, push-pages of a website, as well as the information for each user/employee using the application) can be made concurrently from any location in the world and are implemented in the online database right away, making the new information available readily and instantly to all users.

## KEY BENEFITS

### Improve Your Operators' Product Knowledge

WG Live Chat Software™'s knowledgebase facilities equip agents with better product/service knowledge and on-going training. It also ensures all agents providing service on a given site will be informed of any changes or updates in the service. The libraries hosted are easily accessible and therefore, act as very handy reference. What's more is that these libraries are available for the chat agent through his/her console – they don't have to seek information from multiple locations as it is consolidated in one place.

And the more your agents are equipped with appropriate product knowledge, the more they are able to provide an intelligent, professional and effective service.

### Improved Response Time

Canned messages are quite useful for answering questions which are repeatedly asked. With such well-organized libraries available for chat operators, response times can be significantly reduced without compromising the quality of service.

### Never Miss Important Updates

As updated information is made available to all users who log in to the software, the chances of missing important updates are significantly reduced.

And missing important updates could be devastating for customer relations.

## REPORTING & ARCHIVING

Through WG Live Chat Software™'s interface and a separate web-based application we call the **Client Dashboard**, LiveAdmins offers reporting & archiving of just about any kind a large contact center or small business could need or think of.

## SALIENT FEATURES

### Client Dashboard

The **Client Dashboard** is a web-based application which allows access to a host of functionalities which supplement the software and the delivery of Live Chat service. It allows updates or **trouble tickets** or issues of every kind to be added for all affected parties to see;

for the customization of chat windows (and chat banners which can be placed on them); for the review of chat transcripts for a website; for viewing reports of every kind; and much more. It is accessible through the web and a login is required.

## Reporting for Contact Center Management (Operations)

The **Client Dashboard** application offers operations managers a variety of reports which are invaluable in the effective delivery of Live Chat service and the management of a contact center providing chat. One of the most important of such reports is an operator's *average response time (ART)*, which is useful for measuring an operator's speed and performance. Another would be *chats where visitor sent last message*, which helps check for 'hang-ups'. Yet another would be the *average chat length of a website*, which aids managers in allocating resources since they can estimate loads per day, per week, etc. These are but a few examples of the knowledge, power and control the Dashboard gives operations managers.

## Reporting for Sales/Marketing

The **Client Dashboard** application also includes numerous types of reports of interest to sales/marketing personnel. One such report would be the *month-wise breakdown of the total number of visitors, greets, chats, and billable chats for a selected period for the website*, which contains data that would help in identifying traffic behavior, response to greetings, etc. This is just a small taste of everything which the Dashboard enables.

## Archiving

The **Client Dashboard** provides a record of all chat transcripts for a given website. WG Live Chat Software™ also allows you to access chat transcript mailing history of any website for any time period from within the software's user interface. This will include the operator's comments, if any, for the conversation along with all of the email addresses which received the conversation transcript.

## KEY BENEFITS

### Good Reporting => Good Decision-Making

Good reporting yields good and appropriate follow-up action. Well-informed personnel make good decisions, decisions which would be flawed without the necessary information being available for them readily.

If sales/marketing personnel see that proactive greetings are resulting in too many conversations than are feasible for chat agents to handle, greetings could be restricted to only those pages which require the most sales (or otherwise important) assistance and the remaining pages could include a click-to-chat button to reduce the number of conversations while still being able to benefit from Live Chat.

If operations personnel see a slow response time from a particular agent, they can investigate the matter further and perhaps, see the need to advise the chat operator on how to improve his/her speed. Another example: if on a particular day chats are running long (for whatever reason), managers may decide to allocate more resources, or may check the chats to see if they are being efficiently handled by operators, or whatever is appropriate.

LiveAdmins' WG Live Chat Software™ and Client Dashboard will provide good reporting to enable personnel to make good, well-informed decisions.

## Maintaining a Record

Every company/website will be concerned with particular types of conversations more and those are the main reason that they are using the Live Chat service. However, it is invaluable to have access to *all* conversations done on a particular website. Nowadays, such archiving is necessary for reference to check if chat transcript categorization is doing the job it's supposed to, for security, as well as a host of other purposes. WG Live Chat Software™ caters for your archiving needs.

# EMAILING CHAT TRANSCRIPTS

WG Live Chat Software™ offers a one-touch solution for sending chat transcripts via email to the appropriate parties. As this solution is integrated within the system, the only real work the operator does is categorize the conversation based upon criteria set for the various types of visitors on the website and then click appropriate buttons to email chats where they need to go. This one-touch system reduces human errors and eliminates the need for the operator to leave the interface of the software. It also ensures that the operator is not able to change the chat conversation transcript or leave the transcript unsent. (The operator does have the option of sending a chat transcript to his/her supervisor for review.)

## SALIENT FEATURES

### Conversation Categorization

The types of conversations typically occurring on a particular website can be categorized based upon types of visitors frequenting the site, the type of service provided them, the purpose of the visitor's visit to the site, etc. For a given website, categories can be labeled and then operators can select in which category the conversation they have just completed belongs. The operator may choose to add comments if he or she feels appropriate (e.g. "The

visitor left before I could complete the conversation.”) (A *chat transcript mailing history* including operator comments, if any, is available for each website through the interface.)

## Departments

For a given website, email addresses can be chosen as the appropriate recipients for a particular category of conversation. The operator does not change this; it has already been decided by managers/superiors which category of conversations will be emailed to which person/department. For example, a ‘Lead’ could be emailed to sales@domain.com while a ‘Complaint’ could be emailed to support@domain.com. (And of course, the chat representative has already been taught how to classify conversations according to the website’s visitors.)

And as the operator doesn’t have to be concerned with which types of conversations go where, the chat transcripts go to the appropriate parties without significant **after-chat work** done by the operator and without any mix-ups.

## CRM Integration

Additionally, WG Live Chat Software™ provides integration into various CRMs in the form of supported email formats, such as ADF (Auto Dealer Format). The chat transcripts are emailed and can be accessed from within the interface of popular CRMs. This makes sending chat transcripts to the appropriate departments a cinch, and enables those appropriate departments to follow up with more than adequate information at their fingertips. (*\*\*\* Our development team is open to customizations – add-ons, extensions of the applications, etc. – to provide whatever integration may be lacking.*) Neither the operator nor the receiving end needs to go out of their respective user interfaces to send/receive the information.

## KEY BENEFITS

When the appropriate departments/personnel receive the appropriate types of conversations/chats/information, the appropriate response/follow-up/reaction has a better chance of occurring. When complaints are addressed in a timely manner, even angry customers can be calmed and may even continue to do business with you. When responses are given promptly, consumers have more respect for your business as they can see that you have respect for them and appreciate their interest (or continued interest) in doing business with you. It has been shown that there is a direct increase in revenue if leads are pursued in a timely manner. WG Live Chat Software™ facilitates prompt responses through its email management of complete records of chat transcripts; *the rest is in your hands!*

# CONVERSING STRATEGICALLY

## SALIENT FEATURES

### Automatic, Customizable Greetings & Click-to-Chat Button

WG Live Chat Software™ was made to facilitate automatic, customizable greeting. From our experience, there is no better way for a customer service/sales support rep to present himself or herself as ‘available’ for visitors than to greet.

The time to wait before greetings are given can be customized, and the greeting to be given can be page-based (different for each page of the website), website-based, or even section-based. ‘Section-based greetings’ means, for example, a different greeting for the ‘Used Cars’ section of pages of an automobile website and a different greeting for the ‘New Cars’ section.

Alternatively, if the website owner doesn’t want to greet, a click-to-chat button can be made available to allow the visitor to access service at any time.

### Targeting Visitors

You can tactically make use of such features to target the type of visitors with whom you would like to chat. For example, you may decide to default to making a click-to-chat button available for the visitor to engage the chat, but if the visitor stays on a particular page, say the shopping cart page for an e-commerce website, you may decide to set the greeting time there for 2 minutes or such. You may decide to greet on landing pages only and not on other pages of your website as you know something about the type of visitors who are driven to such pages. WG Live Chat Software™ gives you the power to decide who you want to converse with and to limit the conversations with other types of visitors.

### Visitor Information Available During Chat

And once the chat starts, chat operators agents will have the luxury of visitor information available in their regular panel (the part of the user interface they typically use). They can even add the visitor’s name and other contact details *so that such visitors can be greeted by name once they return to the website in the future!*

### Personalizing Conversations

The fact that operators can see important information about the visitor within their regular panel enables them to personalize conversations with visitors. Operators can see from which page/website the visitor came onto the website, the page on which the conversation was initiated, and the total time that the visitor has been on the page. They can see the geographical location of the visitor. They can see technical information such as which operating system they are running and which web browser they are using to access the site. Operators can also see the last time the visitor came onto the site (time and date) and the last conversation that the particular visitor had with the company’s website’s chat agents. This enables chat operators to personalize conversations to an impressive level.

## KEY BENEFITS

### Sales/Marketing Initiatives

Targeting visitors and personalizing conversations helps you achieve your sales/marketing initiatives and gives you an idea of what's working and what's not. For example, if you greet 2 minutes after the visitor is on the shopping cart page, you may be able to address concerns and convince the visitor to buy or find out why he or she changed their mind about doing business with you. Another example: if you greet on a landing page you created for a marketing campaign, you can more effectively sell/market your goods/services or you can get an understanding of why people may be turned away from your business. This helps you plan effectively.

### Controlling Costs

Targeting visitors and personalizing conversations has the added benefit of reducing costs for providing service. Through our experience of providing our Live Chat service called WebGreeter™ for the past 10 years, we have noted that greeting visitors increases the number of conversations you have on a given page/website. Therefore, if you simply leave a chat-initiating button available for your visitors, it will considerably limit the number of conversations you engage. You can also disable service for a particular page. All such measures facilitated by WG Live Chat Software™ help limit service for those whom you really need to service and therefore, reduce your costs as you will have less enquiries, less conversations, and will require less agents to service such a load.

### Leave a Lasting Impression on Your Visitors

Targeting visitors and personalizing conversations makes visitors feel important because if the visitor is a returning visitor and you got his/her name last time, you can address them by name. It will impress visitors as to how you knew their name, which website they were just visiting. It will make them feel as if they are speaking with an intelligent person and through an advanced technology when greetings and chat messages are quite appropriate to their visit on the website. This leaves a lasting, good impression on visitors about you and your company.

## PERSONALIZATION/BRANDING

The chat window and 'button' can be customized to match the theme of the website, *fully customized*. These measures let the visitor know that the particular pop-up is initiated from within the site rather than some spam-type pop-up from somewhere on the internet, which helps them feel comfortable to converse. It also enhances the user's experience on the site.

Additionally, you can add your logo and brand or another banner of your choice to the chat window. This will help raise awareness for your brand and assure the visitor that they are talking with a representative authorized to speak on behalf of the company.

## LANGUAGE SUPPORT

The application is encoded in UTF-8 and therefore, capable of providing bilingual and multilingual support for websites. Users, and especially chat operators, will have a service language assigned to them. A set of service languages can be included for each website, and the support on that website will be delivered by operators who know the assigned language. You can support multiple websites with different sets of service languages for each website.

Such support allows you to cater to a wider audience and expand and diversify your clientele. Such an advantage is invaluable in this competitive world.

## SUPPORT

We provide free 24/7 chat support for helping our clients troubleshoot problems in using the software as well as help in regards the use of the features and functionalities.

We also provide free technical support for our clients as per their needs in regards technical issues that have to be resolved by technical experts.

Additionally, updates and bug fixes are also free and will be made available for our clients.

We do this so our clients can enjoy Live Chat the way we do and appreciate its power the way we do. LiveAdmins hopes that you find WG Live Chat Software™ as useful for your business as we have found it for our WebGreeter™ service.

## CUSTOMIZATIONS

Our Client Dashboard currently hosts a myriad of types of reports which can be combined in any fashion and checked for a selected time period. These are capable of yielding reports which can be useful for many operational and sales/marketing purposes. If you still need more, we can make them for you.

Furthermore, we are open to any sort of customization (an add-on, API extension, etc.) of our application which enables you to get any sort of functionality/compatibility you need.