

# Have a chat, close a sale

ACCORDING TO FORRESTER, LIVE CHAT CAN  
INCREASE YOUR WEBSITE CONVERSION RATE BY 29%



## Confident customers spend more

Customers spend more money after you chat with them — and 83% of all online shoppers need support to make a purchase. Instead of leaving your customers to fend for themselves, try chat to offer help and close the deal.



### Reduce cart abandonment

Customers are 3X more likely to make a purchase when you reach out with a proactive chat. Send targeted messages to help customers in context.



### Increase web sales

After adding live chat to their online store, Spartan Race saw a 27% increase in retail sales and a 97% customer satisfaction rating over chat.



### Increase brand loyalty

Just like the interaction in a brick-and-mortar store, live chat lets salespeople build a personal connection with customers, creating loyalty online.

"We're all about adding that personal touch. Need help figuring out what to wear for that special occasion? Open up a chat window and talk directly to one of our personalized stylists."

Aubrie Rice, Customer Development Manager, Le Tote

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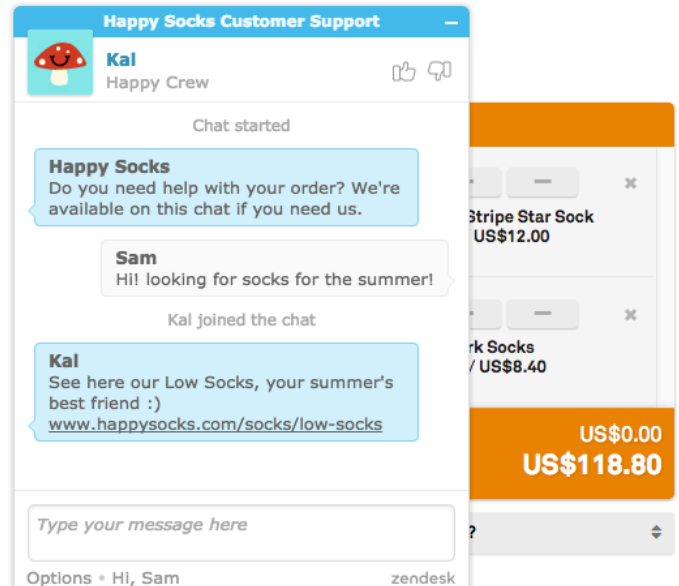
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# Customer Spotlight: Happy Socks

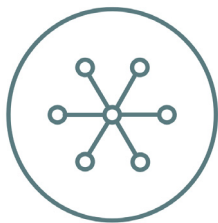
Happy Socks is a manufacturer and retailer of socks, sold in over 70 countries worldwide. The sales team have seen fantastic success, using live chat to replicate the physical retail experience.

- **18x Increase in conversion rate** A majority of online shoppers need help with their purchase and by offering assistance with live chat you can quickly convert a browser into a buyer.
- **16% Increase in average order value** With live chat your agents can answer questions in real-time, help customers make purchase decisions, and even upsell them to more relevant products.
- **70% Trigger initiated chats** Live chat triggers let you reach out to customers proactively and invite them to start a chat if they need help.



## The Zendesk Omnichannel Approach

Our omnichannel support solution offers simple, yet powerful tools that make it easy for customers to engage with your business—where and when it's right for them. Channels are connected so conversations are seamless, agents are more productive, and information can be shared across your company. It's the experience customers want, and when you give it to them, they'll be yours for life.



### Let customer conversations flow across channels

Allow customers to connect with you on the web or in your mobile app, using any channel, like email, voice, or chat.



### Provide service from one interface, no matter the channel

Give your agents simplified workflows through an easy to navigate, contextual interface, regardless of the channel.



### Manage operations with cross-channel reporting

Offer admins a single source of truth to manage and monitor all your channels from one place.

Find out more about our Omnichannel solution, including Support, Chat, Guide, and Talk on <http://zendesk.com/omnichannel>.