



**MISTERCHAT**  
SPEED UP YOUR SALES

**24/6**

# YOUR DIGITAL HOST/HOUSTESS



# What is it like?

The most important thing you should know about MisterChat is that from now on there will always be a host or hostess to welcome your website visitors. Research has shown that 95% of website visitors leave without leaving or buying anything. These are missed opportunities for your company. By using a personal approach in your digital environment, we make direct contact with the visitor and reduce the number of visitors who leave without saying a word.

Customers chat live on your website and get immediate and effective answers to their questions. With our Personal LiveChat, we are available to your customers six days a week, 16 hours a day, non-stop.

It gives your website visitors the opportunity to contact you in an accessible and direct way, so you never miss out on potential sales or leads. MisterChat on your website gives your customer satisfaction a huge boost. Users value the immediate support they receive through our Personal LiveChat with a 9.6.

MisterChat brings hospitality to your website and keeps your digital shop door wide open so that customers in the digital shopping district (the world wide web) do not walk past you.

The average customer satisfaction of chat as a communication tool for customer service is 92%. For e-mail and social media, this is only 61% and 48% respectively. The average waiting time for an answer via e-mail in the Netherlands is no less than 45 hours.

(Source: EConsultancy)





# The changing customer

## Always immediately available

**1** The customer's purchasing behaviour is changing dramatically. The millennials; everyone born since 2000 grew up with the Internet as a primary and central means of communication and expects companies to do the same. This group is only getting bigger and bigger. In the meantime, the group of "older people" is also growing, and they too are discovering the speed and ease of the Internet. Despite the fact that we are going digital more and more, we still want interpersonal contact as consumers.

Everyone will recognise it; you enter a retail shop and expect a warm welcome, but you don't receive one! A rude awakening for the visitor and an incentive to continue shopping, but instead at your competitor's. This is also the case on the Internet. Your customer is immersed in the online world at any moment of the day, from early morning to midnight, and wants "real contact and attention" just as he does in his physical shopping environment.

The average waiting time for an answer is 45 hours in the Netherlands. Using the telephone is experienced as a hurdle, because the consumer is often on hold. Moreover, there are many moments when the company is unreachable. Early in the morning, during breaks, during busy moments, or after working hours.

Research by Retail Research conducted in 2013 shows that by 2020, 30% of all retail purchases will be made by 'millennials' (people born after 2000). This group of people has grown up with the internet as a primary means of communication and expects companies to do the same.

## **2** Leaving the shopping basket or contact form

The visitor is volatile and unattached in his behaviour. There is usually no relationship with your brand when he visits your website or webshop for the first time. He surfs the net at will, until he is "triggered" somewhere. Because the visitor is so fleeting, a personal welcome and the opportunity to ask questions about products or purchases directly, has become a must have. With Personal LiveChat you prevent the visitor from leaving your webshop or website during his purchasing journey without taking action. By quickly answering questions during the purchase process, the shopping cart abandonment rate is significantly reduced and sales increase.

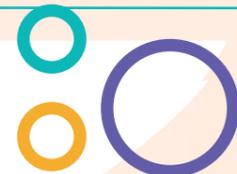
According to a report by BI Intelligence, 63% of abandoned shopping carts are recoverable. This is an important fact, because a small reduction in the abandonment rate immediately translates into a large increase in sales. An abandonment rate of 60% that can be reduced to 56% means a 10% gain in sales.

(Source: BI Intelligence)

## **3** Increase the average purchase amount

Not every visitor is "seduced" into buying a product immediately, sometimes there are still some questions and the visitor may need more attention. The aim of the chat master is to give the visitor a friendly welcome, to clarify his wishes and to "secure" them for your company. His entire "business case" is then passed on to you as an entrepreneur. This gives you the opportunity to help the customer and apply up- and cross-selling. It goes without saying that this customer-oriented way of working increases the purchase value. In addition, the customer has had a pleasant experience with your company.

Livechat causes significant increases in the average purchase value. A case study by Forrester Research (2010) in which a retail company was examined before and after the implementation of livechat, shows that the average purchase amount using livechat is increased by 20%. A more recent 2015 study by Boldchat even showed a 60% increase compared to before the use of livechat. This provides opportunities to apply techniques such as upselling, cross-selling and special offers.



# Who will do this for me?

**Our chatmasters are one by one ladies and gentlemen who have been selected for their hospitality skills. Friendly, empathetic, thorough and of course commercially driven. After all, they only have one goal; to service your websites visitors and convert them into customers. This will give you a head start on your competitors.**

Naturally, they are proficient in several languages and are fluent in customer-oriented writing; we refer to this as conversational marketing. Our chatmasters are coached on a daily basis by our supervisor. They receive monthly training in customer service skills, so that they meet our highest customer service standards.

## Being through

“We put a lot of emphasis on follow-up questions,” says Flora. “The big aim is to collect contact data from our ‘conversation partners’ and to find out as much as possible about their needs. Our customer can then use this data to take advantage of sales opportunities.” Flora continues: “We try to make this interaction as interpersonal as possible. That interaction is also one of the aspects I love about this job! I notice that our customers are becoming increasingly busy. Website visitors no longer call, e-mail far less and want a quick answer, even in the evening. My role as Chatmaster is actually becoming more relevant to our clients by the week. I thoroughly enjoy that!”

~ Flora Bannis

Market research shows that if customers are allowed to choose between phone, email and chat, they choose phone by 21%, mail by 24%, compared to 55% who choose for chat respectively. Similarly, research from 2015 by Boldchat shows that visitors who use LiveChat convert 2.8 times more effectively.



# What are the benefits?

**Creating and seizing opportunities. We help you to maximise the sales opportunities the current market has to offer. We increase your availability and offer your customer a high level of online hospitality. Ultimately, this translates into more orders and more leads for you.**

Our benefits at a glance:

- 1 Hostess or host in your digital environment.
- 2 Personal touch on your webshop & website.
- 3 Generating more orders and more leads.
- 4 Increased average order value.
- 5 Always available for your customers.
- 6 Go from local to international.
- 7 Tool for increased customer satisfaction.
- 8 Reduce emails and phone calls.
- 9 Significant additional insight into customer focus through clear data.

Websites with chat support reported a 19% increase in sales and 38% increase in conversion. In addition, 26% of companies offering LiveChat saw an increase in user satisfaction and retention.

(Source: Zoho, Kayako)

## About us

MisterChat is part of the MisterSales group. The mission of this group is “growth of our customers and employees”.

MisterSales consists of 3 components:

- 1 **Leadgeneration:** pro-actively and accurately approaching the desired audiences to make qualified appointments for your sales team.
- 2 **Klantenservice:** answering incoming calls and emails when you don't have the facilities or staff available to do so yourself.
- 3 **Recruitment:** recruiting and selecting top commercial talent for your company.

## Cooperating partners

Many clients ask us to support them in commercial challenges. In order to answer these demands, we have a network of co-operating partners and associations. Marketing agencies, website & webshop builders, trade associations and purchasing organisations that surround us. This is how we guarantee the desired quality and facilitate your ambitions!

### A selection of our partners

The logo for EURETCO, featuring the word "EURETCO" in a bold, sans-serif font with a red vertical bar to the right of the "O".The logo for IN KONINKLIJKE INRETAIL, featuring a yellow circle with the letters "IN" inside, and the text "KONINKLIJKE INRETAIL" below it.The logo for lightspeed, featuring a red stylized flame icon followed by the word "lightspeed" in a lowercase, sans-serif font.

For more partners, please visit: <https://www.misterchat.nu/en/about-us/partnerprogram/>

# Stimulate additional sales opportunities



**We are available for you 24/6 per week**



**Make the most of all your commercial opportunities**



**Always stay in touch with your customer**



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