

# Webchat

## Introduction

Having tech-astute staff in the workplace is always a bonus, and when there's plenty of enquiries coming in from customers that the telephone can't quite handle, why not set them up and put their talent to good use by implementing a web chat system? Answering queries from clients couldn't be easier!

This course will take agents through the skills and behaviours needed to be a effective webchat agent and will allow them to practice these skills in an ultra-safe environment.

## Objectives

By the end of this course participants will be able to:

- Manage multiple calls
- Structure an effective web chat using a combination of predefined and personalised responses.
- List the 6 basic drivers that make customers buy via web chat.
- Demonstrate how to build rapport quickly - building a "human" relationship with a wide variety of customers, using psychological "short cuts" when using web chat.
- Demonstrate effective questioning and interpretation skills.
- Increase customer satisfaction score using web chat.
- Present products in a way most likely to result in a sale via web chat.
- Explain the key principles behind each of the Smart Cards
- Describe how the principles can be applied in their chats
- Demonstrate effective use of the skills described in the Smart Cards.
- End a web chat positively.
- Hand to different channels seamlessly and without call loss if required

## Content

A sample of what is covered includes:

### Introduction to and overview of the Customer Experience Model

- Web chat structure
- Building the customer experience using web chat

### Increasing customer satisfaction levels via web chat

- Why the first 9 seconds are so important
- Short cuts to building rapport via web chat
- The 6 basic drivers that make us buy - scarcity, reciprocity, consistency, authority, liking and social proof
- The key elements of introduction:
  - Be ready
  - Welcome every customer
  - Match the customer's style and pace

### The key elements of Finding Out

- Training the customer to say "Yes"
- Using questions to develop a web chat
- Look for invitations

- Uncover buyer motivations
- Left Brain questions
- Mind the gap
- Use a label
- Summarise

**The principles of presenting options:**

- The power of because
- Features, advantages and benefits
- Reciprocity
- Just “For you”
- Explaining how other products will help
- The value of scarcity
- Neutral Language
- Words and phrases that kill the sale via web chat
- Matching solutions to customers’ needs
- When to present the product / solution and what to present
- Trial close

**Agreeing the next steps:**

- Handle customers’ doubts / objections via webchat
- Ask for the business
- Signpost the next steps
- Offer a personal close
- How to hand over to a different channel
- Ending the web chat
- Managing various webchats at the same time

