



Whitepaper
Get more
conversion
out of your website

The **plus** for your company

Whitepaper: get more conversion out of your website

Generating more traffic is always an important objective. And rightly so, because the last decades have shown just how important it is to be present online.

However, there are still major steps to be taken in the area of online service & sales. Companies succeed in generating website visitors, but converting visitors is often desired but not achieved.

With a conversion rate of 1–3%, many companies are already satisfied. The big question is: how do I guide my website visitors to a purchase in the best possible way?



Livechat: listen and talk

In response to low conversion rates, companies survey visitors' surfing behaviour. These studies sometimes provide valuable insights, but are not very efficient.

When visitors are in need of answers to their questions. The way to provide these people with answers in an accessible and quick way is livechat.

Removing doubts and questions means that more visitors complete the customer journey.

Research results: livechat and conversion

The fact that livechat achieves more conversion is not only logical, but also proven. A few large-scale studies have shown that when visitors chat they are more likely to buy and spend more.

- Research from Boldchat has show that users that chat on the website are 2,8 times more likely to to convert and spend 60% more than not chatting users. This means that chatting users are 4,5 times more valuable than users that don't.
- Userlike research shows that chatters convert 2 to 5 times earlier than visitors who do not chat.
- Forrester indicates that livechat conversion increases by 20 percent.





Conversion

in **two** ways

By answering questions and providing pre-sales advice. Doubts and objections of visitors are handled that were preventing purchase.

But livechat also increases conversion by bringing in mountains of information. A chat is not only an opportunity to help a customer, but also a way to find out what is unclear and important.

This information is valuable in improving communication and information to visitors. Livechat therefore increases the conversion rate for visitors who chat, but also for visitors who do not chat because the website is optimized due to the insights gained.

Convert

like in a physical store

A striking comparison that is often made is between a website and a physical shop. An important reason why many people still go to the city to shop is the service of the store staff. It is therefore important to imitate this service on the website, and that is possible with livechat!

Livechat is the equivalent of the store employee to the website. Now the conversion in the physical store is between 20 and 30 percent, which will be difficult to match. The intention to buy is usually a lot higher when you go to the city than when you visit a website. But we can say that an improvement of 1-3% many companies are satisfied with. Shopping in a store without staff also leads to less sales, why wouldn't that apply to an online store?



About Authors



Nick Blom, CEO

Nick Blom is the founder and owner of LiveChat Service. By his active approach he ensures that every customer can make use of optimal chat immediately. As a result, the customer does not have to wait even a moment for the collection of extra leads via the website. For Nick, chat optimization is always number one.



Sietse Busser, Marketing Manager

Sietse Busser is Marketing Manager at LiveChat Service. From this position he has a profound focus on written content. With the whitepapers, articles, blogs and as co-author of the book “Livechat: more than just a contact channel”, he tries to make companies and organisations understand the power of livechat as well as possible.

About LiveChat service

LiveChat Service is an online service provider in the field of live chat. Through trained chat operators, LiveChat Service ensures that they help their customers with new leads and improved service through the website every day. The chat gives visitors the opportunity to ask questions, leave comments and convert. This removes the barrier for chatters to leave their data behind. It works faster, friendlier and easier.

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