

Increasing Average Order Value



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Introduction

The guide provides a list of best practices for using live chat to increase the average order value (AOV) of your online sales. The LivePerson Operator Console provides many opportunities for agents to identify the best visitors to engage, and then use live chat to upsell their orders.

Of course, the best way to increase the likelihood of an order - and the value of the order - is to chat with visitors. In fact, LivePerson research shows that visitors who chat:

- ◆ Convert at higher rates: up to 25% more
- ◆ Place higher order values: up to 30% more

This holiday season, you can improve your sales and revenue by implementing these tried-and-true best practices.



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Overview

The following table summarizes the best practices contained in this guide, along with instructions on how to implement them. The resources provide step-by-step instructions.

Note: You will need a subscription to one of LivePerson's small business solutions in order to utilize these best practices.

Tip	How?	Resources
Increase AOV and Conversions	<ul style="list-style-type: none"> ◆ Increase conversions with Live Chat ◆ Escort visitors to pages with accessories or bundles ◆ Target offers to market segments ◆ Target visitors based on their geography ◆ Help visitors make decisions that are right for them - and feel good about it ◆ Identify hot leads as soon as they arrive on site ◆ Offer special discounts to eNewsletter subscribers ◆ Assess visitor intent by browsing behavior ◆ Offer special incentives to visitors who accept invitations to chat 	<ul style="list-style-type: none"> ◆ Push Page (WBT) ◆ Send Link (WBT) ◆ Cobrowse (WBT) ◆ Basic of Monitoring (WBT) ◆ Visitor Rules (WBT) ◆ Edit Canned Responses (WBT) ◆ Communications Skills (WBT) ◆ Monitoring (WBT) ◆ Visitor Rules (WBT) ◆ Advanced Visitor Rule (PDF)
Segment Visitors	<ul style="list-style-type: none"> ◆ Preview your visitors shopping cart ◆ See how visitors arrive at your site ◆ Collect as much information as you can ◆ Ask visitors to "subscribe or "become a member" 	<ul style="list-style-type: none"> ◆ Analyzing Collected Information (WBT) ◆ Basic of Monitoring (WBT) ◆ Campaign Viewer (WBT)
Solicit More Chats	<ul style="list-style-type: none"> ◆ Use banners with Click-to-Chat button ◆ Include a Click-to-Chat button in your Email signatures 	<ul style="list-style-type: none"> ◆ Tag Generator (WBT)



Increase AOV and Conversions



Increase conversions with Live Chat

Does a visitor have a high value item in his cart? Secure the sale by offering a key accessory at a discount, or free shipping. You'll increase both the likelihood of the sale and its order value! Push Pages or send links directly to your visitors' browsers.

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Escort visitors to pages with accessories or bundles

Entice visitors to purchase that high value item on your site: escort them to the product page with that must-have accessory or product bundle. Using LivePerson's collaborative technology, chat agents can even insert a special promo code during check-out.

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Target offers to market segments

LivePerson provides chat agents with a wealth of details about visitors. Use that intelligence to target specific offers to each market segment. For instance, offer free shipping to loyal customers. Or offer expert product assistance to visitors who arrive onsite via a paid search term.

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Target visitors based on their geography

As CMOs will attest, geography provides strategic insight into a customer's product preference and budget. Customers in wealthy regions are more apt to purchase higher-end product categories; visitors in urban areas tend to gravitate towards trendier product lines. Use this information to determine whom to engage, and who is most likely to increase his order value.

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Help visitors make decisions that are right for them - and feel good about it

Visitors want answers before they make a purchasing decision (especially if it's a big ticket item they're considering!). Create Canned Responses to describe your shipping and return policies, and answers to commonly asked product questions.

And, be sure to have product descriptions for hot selling items on hand, as well as alternative product suggestions for visitors with limited budgets. Offering alternatives ensures visitors that you have their best interests at heart, and cements customer loyalty.

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Gain visitor trust while chatting

Follow the basic rules of netiquette. Listen effectively. Use simple declarative language. Greet non-English visitors in their language of choice and automatically provide the appropriate currency conversion.

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Offer special discounts to eNewsletter subscribers

Companies relying on e-newsletters, banner ads or email marketing to increase market share or encourage repeat business can link those efforts to chat initiatives. The LivePerson Campaign Viewer presents in-depth details on the campaign as soon as the prospect arrives on the site. Chat agents can offer a follow-up incentive relating to the promotion, or simply monitor their click-through behavior. The Campaign Viewer is completely integrated with Google Analytics, and automatically tracks all Google Campaigns.

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Assess visitor intent by browsing behavior

Monitor the specific events that indicate a visitor's propensity to place or upgrade an order if engaged by one of your chat agents. Visitors provide ample clues as to their intent: How they arrived on site, time on a page, click-through paths, number of visits over the past few days. Use these clues to determine whom to engage, and how to upsell their orders. Visitor Rules can help you automate this process.

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Offer special incentives to visitors who accept invitations to chat

Visitors who chat buy more frequently, and place higher order values. Consider offering visitors an incentive to chat. For instance, offer incentives to visitors who chat; perhaps free shipping on orders over \$50.00, or a \$5.00 coupon on an order placed that day.

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Segment Visitors

The LivePerson Operator Console provides a chat agent with a wealth of real-time information about visitors on their site, including city, state and country, whether they've previously chatted or purchased an item, and specific interests based on the product pages viewed, forms completed, and items placed in the shopping cart.



Preview your visitors shopping cart

The Page Viewer feature lets you see your website through the eyes of your visitors. And, it lets you see the value of any items a visitor may have placed in his cart (even if he hasn't yet clicked on the shopping page himself!). Use this intelligence to select visitors for an upsell engagement. For instance, if your online store offers free shipping once a specific price threshold has been reached, let that visitor know via live chat.

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See how visitors arrive at your site

LivePerson Campaign Viewer tracks all of the many paths that lead to your site, enabling chat agents to instantly identify visitors who have responded to a marketing campaign (such as a Google AdWord or e-newsletter), typed the URL directly into their browser's address bar, arrived by means of a link on a referring site, or reached it via an unpaid (organic) search.

Most of these data points, including campaign details, are available at-a-glance in the Visitor List of the Operator Console. Detailed information, such as the sequence of pages visited or past interactions, are available with just a few clicks.

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Collect as much information as you can

Place the Monitor tag on all pages of your site to get the full benefits real-time monitoring of your website traffic and to make features such as CoBrowse, Page Viewer, operator alerts, and Campaign Viewer.

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Ask visitors to "subscribe or "become a member"

Increase your site's stickiness - invite visitors to subscribe to your site, or become members. You can sweeten the invitation by offering a special incentive, such as a coupon for a discount on their next order, or even free shipping. Subscriptions allow you to capture valuable demographic information about your visitors, and better tweak your marketing initiatives. LivePerson's Custom Variables and Operator Alerts will display that demographic information whenever the visitor arrives on site, letting your chat agents know who to target.

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Solicit More Chats



Use banners with Click-to-Chat button

Value-conscious buyers are always looking for great deals. If your online store is offering one, use it as an incentive to encourage visitors to chat. Remember, visitors who chat convert at higher rates, and place higher value orders.

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Include a Click-to-Chat button in your Email signatures

Make it easy for your valued customers to reach you: Add a click-to-chat button on your email signatures.



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Conclusion

These best practices will help you serve your customers better - and help win their loyalty, by helping them get products they want. There's nothing more frustrating than giving a holiday present, but the recipient can't use it because it's incomplete

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