

Live Chat Buyer's Guide

**10 Questions
to Ask Any Live
Chat Provider**

BOLDCHAT by LogMeIn



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If you're reading this guide, you already know that live chat can cut support costs while dramatically improving online conversions. But as you start to compare solutions, you'll discover a dizzying array of options. Which one is right for you? Asking these **ten questions** can help lead you to the right solution for your business.



1 Does the solution let you vary interaction styles?

Different customer inquiries call for different kinds of interactions. A simple shipping question may be easily resolved with self-service, but a more thorny account issue may need a live agent. Look for a solution that can implement both auto answers and live chat.



2 Is the solution widely used by businesses like mine?

The best provider will have a broad range of industry experience and deep domain knowledge. Ensure the provider has overcome regulatory hurdles in industries such as the financial sector and that they have deep experience in both B2B and B2C environments.



3 Can the provider advise me on best practices?

While all live chat implementations share certain similarities, your website may present unique circumstances. The provider you work with should be able to share documented and data-driven best practices that apply to your situation.



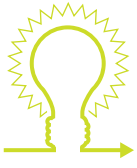
4 Can the solution be implemented quickly?

Before thinking about implementation, think about your workflows and staffing requirements. Will agents cover chat only or multiple channels? What is your escalation process? With your business strategy in place, be sure your chosen solution offers everything you need to quickly set up and customize your implementation.



5 Will I have an easy way to control my own changes?

Responding to market dynamics, competitive attacks, or internal strategic shifts requires you to be the master of your own domain. If you have to rely on a vendor's service team for every change, you lose flexibility to quickly respond to changing circumstances.



6 What is the provider's uptime track record?

With your competitors just one click away, when customers expect to reach you via live chat every second of downtime means potential lost business. Any reputable live chat vendor should readily offer uptime assurances.



7 Is the pricing structure simple and predictable?

It should be easy to predict your total cost of implementing and operating a live chat solution. Complex menus of features, pay-per-chat schemes, and other confusing models make budgeting a nightmare. Look for solutions with transparent pricing.



8 How much value will I get for the cost?

Of course, how much you have to pay for your live chat solution is an important consideration — but more important is the value you'll be getting. Be sure to weigh the price against the entire package of features, support, and the company's reputation.



9 Is a services engagement required for set-up?

For complex implementations, getting help from a professional services team of experts can be a valuable way to ensure a successful implementation. However, these types of engagements should be optional, not required.



10 Does the provider offer 24/7 support?

You never know when something like a midnight sale or weekend website refresh might require you to make changes to your live chat implementation. If you have a question or need help, your live chat provider should be available to assist you at any time.



BoldChat Highlights

BoldChat's omni-channel solution allows you to seamlessly engage customers across many digital channels and devices at every stage of their journey. Interacting how they want, when they want, customers enjoy a consistent experience — from self-service to personalized support. And agents have a single interface to manage all conversations; for improved efficiency, a better customer experience, and higher conversion rates.

Live Chat Comparison Chart

Use this chart as a tool to compare BoldChat with other solutions you're exploring. As soon as you're ready, we'd love to chat!

Question	BoldChat	Other Provider
Does the solution let you vary interaction styles?	<ul style="list-style-type: none">Only BoldChat gives you the flexibility to offer web self service for routine inquiries and seamlessly escalate to live chat for more complex issues.	
Is the solution widely used by businesses like mine?	<ul style="list-style-type: none">BoldChat is used across thousands of websites in over 70 countries, serving industries such as Internet Retail, Telco, Software/Hardware, and Managed Services/Business Process Outsourcers.	
Can the provider advise me on best practices?	<ul style="list-style-type: none">BoldChat has extensively surveyed its customers and live chat users to create a deep understanding of best practices.	
Can the solution be set up and customized quickly?	<ul style="list-style-type: none">BoldChat can be implemented in less than a day.	
Will I have an easy way to control my own changes?	<ul style="list-style-type: none">BoldChat gives you complete control over all facets of your live chat solution.	
What is the provider's uptime track record?	<ul style="list-style-type: none">For years, BoldChat has delivered 99.99% uptime.	
Is the pricing structure simple and predictable?	<ul style="list-style-type: none">BoldChat is priced by concurrent operator license.	
How much value will I get for the cost?	<ul style="list-style-type: none">BoldChat is feature-rich, even at our lowest price points.	
Is a services engagement required for setup?	<ul style="list-style-type: none">BoldChat offers professional services, but they are optional.	
Does the provider offer 24/7 support?	<ul style="list-style-type: none">BoldChat offers 24-hour support, 7 days a week, 365 days a year.	

Demo BoldChat Today

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Let's Chat!

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