BOLDCHAT by LogMe**In**

Whitepaper

LIVE CHAT BUYER'S GUIDE

Ten questions to ask any live chat provider.

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💡 Highlights

- Thousands of customers, worldwide

- Reliable 99.99% uptime

- The industry's best value

- Fully deploys in days

- 24/7 support

- Proven installs across vertical markets

Contact

BoldChat, a brand of LogMeIn, Inc.

2024 N. Woodlawn

Suite 350

Wichita, KS 67208

Phone: **(866)753-9933**
   (316)630-9933

Email: **info@boldchat.com**

Website: **www.BoldChat.com**

Introduction

If you've downloaded this guide then you already know how a live chat implementation can simultaneously help your business cut support costs and boost online conversions. If you've started investigating solutions then you also know there are a confusing number of choices available. The ten questions listed below can help you to find the right product for your business.

Ten Questions

1 **How quickly can the solution be implemented?**
Live chat, like other technologies, requires intentioned and repeated use in order to achieve optimization. The single most important factor affecting the time it will take you to reach an optimal state is quite simply how soon you can get started.

2 **How much control will you have over the solution and how do changes – even big changes - get made?**
Responding to market dynamics, competitive attacks, or internal strategic shifts, requires that you be the master of your own domain. Being beholden to service engagement teams reduces flexibility while increasing vulnerability.

3 **Does the solution facilitate a connection between human beings?**
The most advanced and adaptive computer in the world is the human brain. Attempting to automate either the interactions people have while resolving problems in a support environment or their decision making in a buying context is at best ill-considered, if not reckless. Only consider robotic chat solutions if your product and service offering is totally undiversified.

4 **Is the pricing structure intuitive?**
It should be easy to predict your total cost of implementing and operating the solution. Complicated menus of features, pay-per-chat schemes, and other confusing methodologies can hinder your ability to budget appropriately. Look for solutions with transparent pricing.

5 **What is the provider's uptime history?**
Ben Franklin's pithy statement, "time is money," is brought into sharp focus in an Internet world. Avoid companies that offer no uptime assurances.

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6 **Are there required set-up fees?**
Set-up fees aren't necessarily bad; for complex implementations, a professional services engagement with a team of experts can be a valuable use of funds. However, these types of relationships should be optional, not required.

7 **Does the provider offer support 24 hours per day, 7 days a week?**
If you operate on a global basis than your store is always open. Even if you're mostly a U.S. focused business, you never know when something like a midnight sale or a weekend website refresh might require you to make changes to your chat implementation. Be sure you have a way to contact and get help from your provider at any time.

8 **Can the provider offer implementation best practices?**
While there are certain similarities across all live chat implementations, your website may present unique circumstances. The provider you choose should have documented and data-driven best practices which they can share with you freely.

9 **How widely is the product actually being utilized, and is it being used by any customers that are similar to you?**
It is important that your provider have experience that is both broad in industry and deep in domain knowledge. Ensure that the provider has overcome regulatory hurdles inherent in industries such as the financial sector and that they have extensive experience in both business-to-business and business-to-consumer markets. Check that the provider, as well, can provide references for accounts of varying sizes.

10 **How much does the product cost, and what do you get for the money?**
Of course, how much you're going to pay is an important consideration – but more important is the value equation you'll be getting. Be sure to weigh the price against the entire package of features, support, and the company's reputation.

BOLDCHAT

BoldChat is a market-leading live chat solution enabling businesses to quickly and effectively engage visitors on their websites. BoldChat is offered in different editions and includes other integrated communications technologies like click-to-call, email management, SMS management, and co-browsing. Organizations of all sizes – from small proprietorships to large ecommerce enterprises – can drive more conversions and higher customer satisfaction by using BoldChat.

For more information:
Phone: **(866)753-9933**
Email: **info@boldchat.com**

Chat with us, start a trial or download more resources like this one at: **www.BoldChat.com**

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Question	BoldChat®	Other	Notes
How quickly can the solution be implemented?	▣	–	BoldChat can be implemented in less than a day.
How much control will you have over the solution and how do changes – even big changes - get made?	▣	–	With BoldChat, you have complete control of everything.
Does the solution facilitate a connection between human beings?	▣	–	BoldChat puts your representatives in direct contact with your customer or prospect.
Is the pricing structure intuitive?	▣	–	BoldChat is priced by concurrent operator license.
What is the provider's uptime history?	▣	–	BoldChat has years of 99.99% uptime experience.
Are there required set-up fees?	▣	–	BoldChat offers professional services but they are optional.
Does the provider offer support 24 hours per day, 7 days a week?	▣	–	BoldChat offers 24 hour support, 7 days a week, 365 days a year.
Can the provider offer implementation best practices?	▣	–	BoldChat has extensively surveyed its customers and live chat shoppers to create an extensive understanding of best practices.
How widely is the product actually being utilized, and is it being used by any customers that are similar to you?	▣	–	BoldChat products are in use across thousands of website installations in over 70 countries. We have reference customers from small businesses to enterprises.
How much does the product cost, and what do you get for the money?	▣	–	BoldChat is feature rich even at our lowest price points.

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