

TOPIC:

Real-Time Chat Function Implementation
for Active Website Engagement

PROBLEM

The client wanted to engage actively with website visitors in real-time. Their current setup didn't have a live chat function to facilitate immediate engagement, which limited interaction with prospective customers.

SOLUTION

We built a custom chat solution to engage visitors actively, with additional insights and metrics to track engagement effectiveness. We trained the client's staff on how to use the tool and maximize its capabilities. The chat function was then launched successfully on the client's website.

TRANSFORMATION

The client experienced an immediate increase in engagement with website visitors, fostering real-time interactions that helped answer queries and guide prospects through the sales process. This led to a noticeable improvement in conversions and user experience.

INDUSTRY:

E-commerce, focusing on customer engagement and support.

ERPHUB'S IMPACT:

By implementing a real-time chat function, the client now has a proactive channel to connect with visitors, enhancing user experience and increasing the likelihood of conversion for potential customers.