

Standard Chat vs. Advanced Chat

Why does a client's website need Live Chat?

1. **Delivers leads after hours – 24/7 lead generator**

Live Chat can generate up to 4-8x more leads from their website.

2. **Can help them win the business**

35% of sales go to the first company to respond to a lead. Get contact information immediately after a chat so your client can follow up before a competitor can.

3. **Increases website functionality**

63% of customers are more likely to return to a website that offers live chat.

How do I know if my client should purchase Standard Chat or Advanced Chat?

Standard Chat

Ideal for clients whose main goal is to streamline communication on their website. Chat agents focus on answering basic questions about the business, and try to gain the chat user's contact information when possible.

Advanced Chat

Ideal for clients whose main goal is to qualify leads. Chat agents focus on qualifying chat users as a lead by gaining their contact information and additional lead qualification parameters set forth by the client.

Website Chat Feature

Standard Chat Features	Shared Features	Advanced Chat Features
Unlimited chats based on website traffic—chats can include leads, support chats, and repeat visitors. No caps on leads. If the website traffic exceeds the allotted amount, the chat widget will turn off until the start of the next month.	-	Pricing based on leads (up to 25, 50, or 75 per month). An unlimited amount of support chats and repeat visitors will be serviced until the lead cap is reached. Once the cap is reached, the chat widget will turn off until the start of the next month.
No set up fee	-	One time set up fee of \$130
No custom chat script. Client simply provides all cost and/or process related information pertaining to a consultation or service at their business.	-	Custom-built response guide created for each client and approved by client before use.
Chat agents always attempt to gain the chat user's contact information to pass on to the client as a lead, but specific lead parameters are not set forth.	-	Lead qualification parameters set up and approved by the client. Lead parameters include name, phone, email, and 1-2 more qualifications set forth by the client.
-	Live chat agents	-
-	24/7 Service	-
-	Leads transferred to business via phone call during business hours	-
-	All leads emailed directly to client	-

Website Chat Feature

Standard Chat Pricing

Chat Box (Standard)	Details	Price
Chat Base	Suitable for websites that receive between 0-1,000 visitors per month. Chat widget stops once the maximum number of visitors has been reached and restarts in the next cycle.	\$299
Chat 2.0	Suitable for websites that receive between 1,001 – 2,000 visitors per month. Chat widget stops once the maximum number of visitors has been reached and restarts in the next cycle.	\$599
Chat 3.0	Suitable for websites that receive between 2,001 – 3,500 visitors per month. Chat widget stops once the maximum number of visitors has been reached and restarts in the next cycle.	\$799
Chat 4.0	Suitable for websites that receive between 3,501 – 5,000 visitors per month. Chat widget stops once the maximum number of visitors has been reached and restarts in the next cycle.	\$899

Standard Chat Pricing Requirement

Because pricing is based on your advertiser's website traffic, **we MUST be granted access to your advertiser's Google Analytics prior to giving an accurate quote.** Access to Google Analytics will be used to determine the number of monthly visitors to their website.

Website Chat Feature

Advanced Chat Pricing

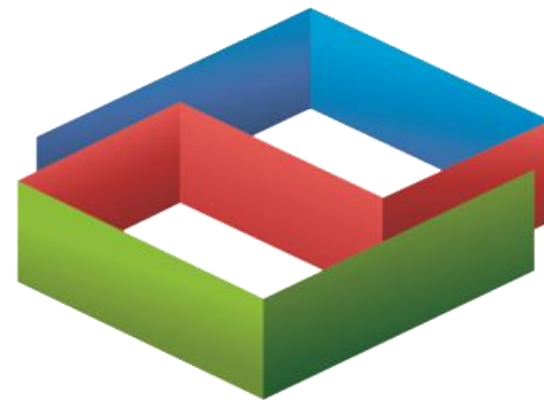
Chat Box (Standard)	Details	Price
Up to 25 Chat LEADS Per Month	Suitable for advertisers whose product or service requires more in-depth responses from chat agents. Chat leads are counted based on client approved leads. Chat widget stops once the maximum number of chats has been reached and restarts in the next cycle.	\$550
Up to 50 Chat LEADS Per Month	Suitable for advertisers whose product or service requires more in-depth responses from chat agents. Chat leads are counted based on client approved leads. Chat widget stops once the maximum number of chats has been reached and restarts in the next cycle.	\$1,000
Up to 75 Chat LEADS Per Month	Suitable for advertisers whose product or service requires more in-depth responses from chat agents. Chats leads are counted based on client approved leads. Chat widget stops once the maximum number of chats has been reached and restarts in the next cycle.	\$1,500

What is considered a “lead” with the Advanced Chat feature?

A chat is counted as a lead when the chat agent has collected the following qualification criteria from the chat user:

1. Name
2. Email
3. Phone Number
4. Additional Qualifier (Client Selected)
5. Optional Second Qualifier (Client Selected)

Q & A



PIKEWOOD DIGITAL