

# 2023 SYNERGYCHAT

## Product Brochure

A Way for Customers to Connect  
with You Whenever, Wherever.



**SYNERGYCHAT**



# Overview

## SYNERGYCHAT

SYNERGYCHAT provides top-of-the-line managed chat services for businesses across North America since 2012.

Our chat support representatives proactively engage critical traffic online and generate valuable sales and service leads at a fraction of typical marketing costs. Our experts are perfectly fluent in both English and French ensuring that all visitors are well accommodated nationwide.

We don't believe in one size fits all. At SYNERGYCHAT, we conduct the required research on the businesses we work with to understand their operations and their audience demographics in conjunction with their chat goals to deliver a coherent service.

In the era of technology where the presence of human interaction is increasingly overshadowed by automation, we stay true to the power of genuine and friendly support from real people, not robots. Led and operated by real human experts at the core, we harness the latest and greatest features that technology and AI has to offer for optimal quality.

By creating a great experience for online browsers, our company ensures incremental monthly sales growth for our clients. It's no secret live chat is the most effective and price competitive method to increase lead generation and visitor satisfaction – just give it a try and you will see!

# Market Trends & Statistics

97%

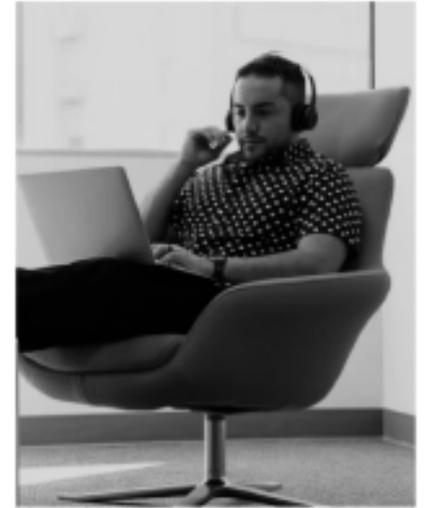
of global consumers say customer service is deciding factor in their choice of a brand.

95%

of customers prefer high-quality support over speed.

47.5%

of internet users face challenges with chatbots stating responses are unhelpful.



51%

of customers seek 24-hour service from businesses.

41%

Of customers expect live chat on a website.

63%

of consumers who used live chat on a website are likely to return to it.

70%

Of consumers prefer human agents over chatbots.

Average Response Time

30 Seconds or Less

85%

Of live chat users are more likely to convert into customers.

Live chat has the highest satisfaction rate at

92%

22%

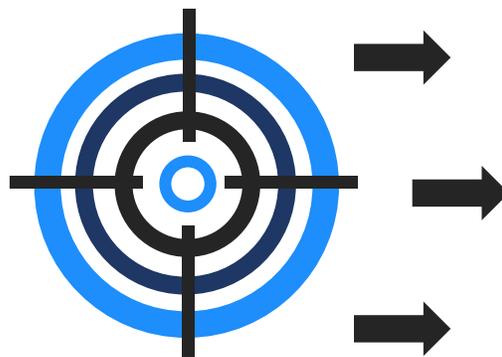
of companies saw a 5-15% revenue increase with live chat.

# Challenges Today

## Customer Expectations are Shifting

The rise of technology has shaped expectations about how services are rendered. Consumers have become accustomed to immediacy: getting what they want, when they want it.

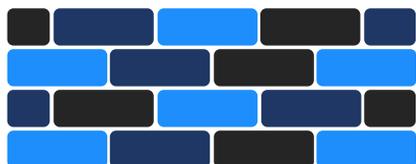
Without live chat, there is no real-time customer interaction. The lag time for a response can easily result in a customer losing interest and drifting away.



## Business to Consumer Disconnect

There are limited ways of knowing what is going through the mind of a customer while they're browsing and after they visit your website. By being uninformed, organizations can easily slip into the twilight zone, disconnected from their consumers and failing to detect risks or opportunities when they arise in the moment.

Ultimately as a business, it is crucial to be cued in on what website visitors are thinking, when they're thinking it and what can be done to better their experience. This is difficult to achieve without engaging with them.



## Investment Dollars

Hiring a full-time representative to handle the frontlines can be expensive. Not to mention, it takes a good deal of time and effort to train and manage a new employee.



Helping Companies **Connect, Support & Convert** Website Visitors



# 2023

## Solution Overview

### ENGAGE

**More Website Visitors**  
Employing state-of-the-art chat technology designed specifically to assist your website visitors.



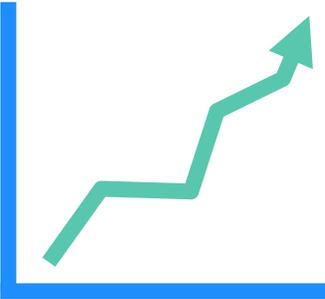
### ENHANCE

**Virtual Customer Service**  
Helping your customers find information and navigate your website in a warm and engaging manner.

CRM

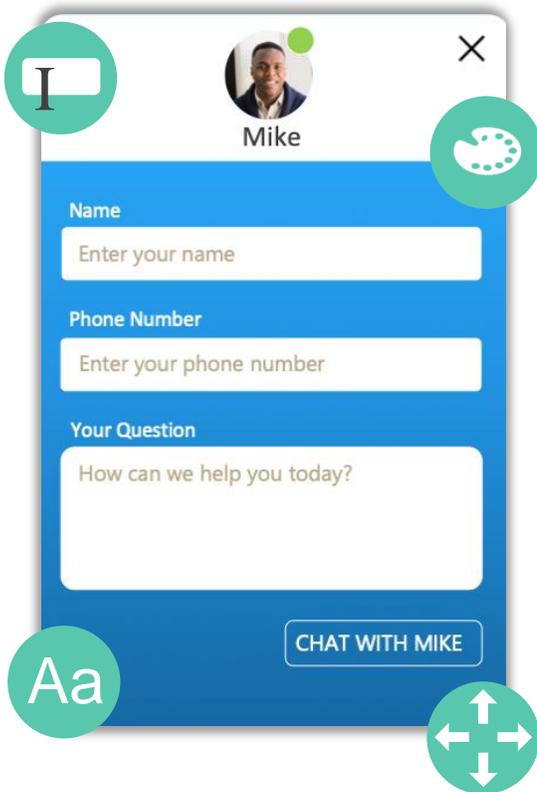
### GENERATE

**Sales Leads**  
Offering industry-leading solutions to help you generate and convert high-quality leads.



## Realized Value at a Fraction of the Cost

SYNERGYCHAT can double your online leads each month. On average, our clients close between 5-15% of leads generated from live chat, also increasing your ROI 10-30-fold thanks to our affordable rates. And you can modify or



## Customized for your Needs

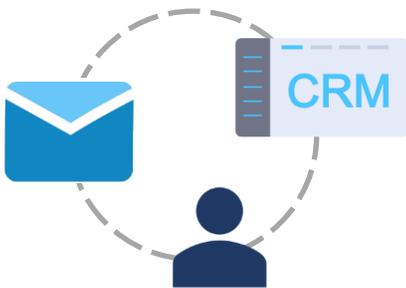
SYNERGYCHAT understands that every business operates differently, and what may work for one, may not work for the other.

We offer boutique-style flexibility and customization to fully support your company's needs. You get to determine the questions and fields on the the lead form to provide just the right details that you need. Furthermore, our live chat window is customized with your company's logo and colours to suit the look and feel of your website.

## An offer that is hard to dismiss.

## Effective Lead Management

Sales, service, and leads are sent directly to your CRM and/or email inbox within moments of the chat conversation. This allows you to connect promptly with your customer which for one increases your chances of sales conversion and grants your visitors a seamless website experience.



## Works on All Devices

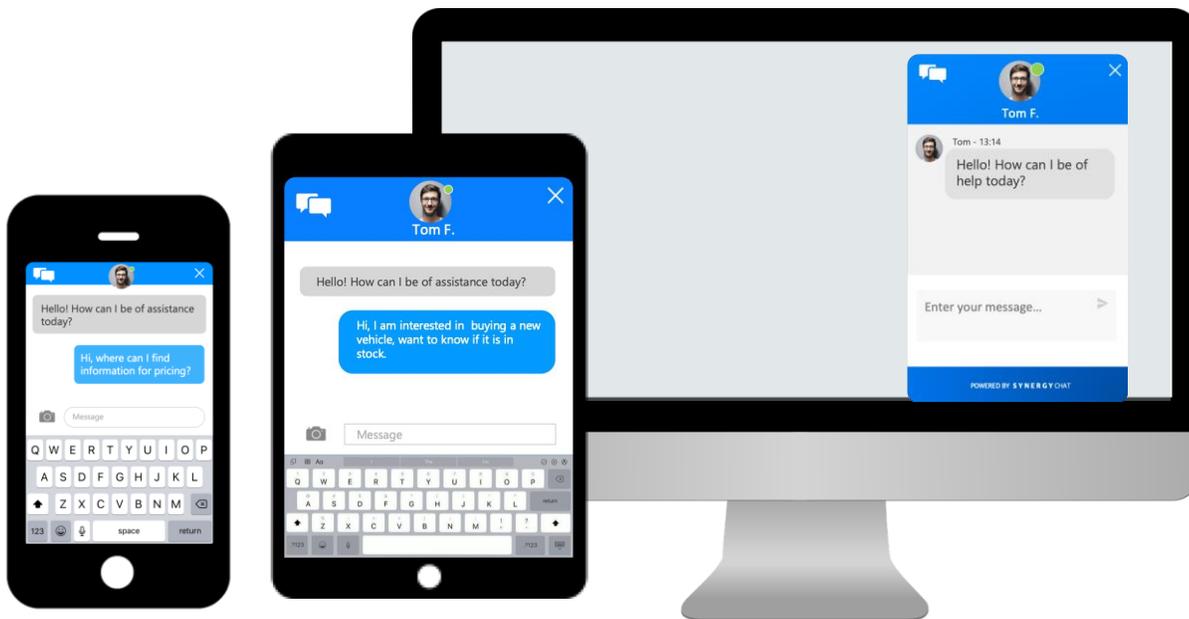
With SYNERGYCHAT, access to live chat is omnipresent – it is available on desktop, tablet, and mobile devices so your customers can always connect with your business, even on-the-go.



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## Solution Overview



### Quick and Easy Deployment

Our live chat can be up and running in as little as 24 to 48 hours from the time you sign up. This means our experts become fully informed about your product and/or service within that timeframe and are ready to attend your customers with the adequate knowledge and expertise.

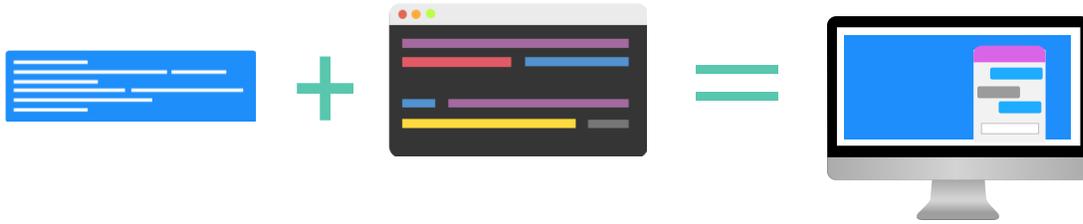
### STEP 1

We conduct a thorough research to learn about your business usually within 48 hours.



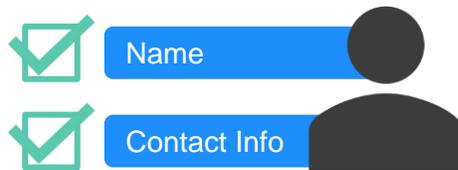
## STEP 2

Chat is instantly deployed by embedding the code on your website.



## STEP 3

Engagement with your customers begins, sending qualified leads right to your inbox and/or CRM



### Ways customers can connect with your business:

#### Website Live Chat



This feature is our core service included in every offering. Easy to access for everyone.

#### SMS Text to Chat



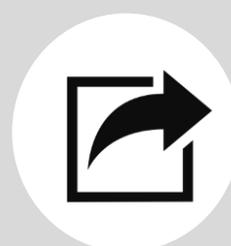
Online visitors can receive the same quality chat service through text message.

#### Phone Call to Chat



Give customers the ability to dial in from the chat box and connect with your team.

#### Chat Takeover



Allow your sales team to take control of the conversation directly on the chat box.

# Working Hand in Hand with Online Sales

We work closely with your team to determine the best approach for attending your online shoppers.

Our agents can transfer a customer directly to a team member on your end when the customer is looking to move forward with next steps or requires an answer that goes beyond our scope.

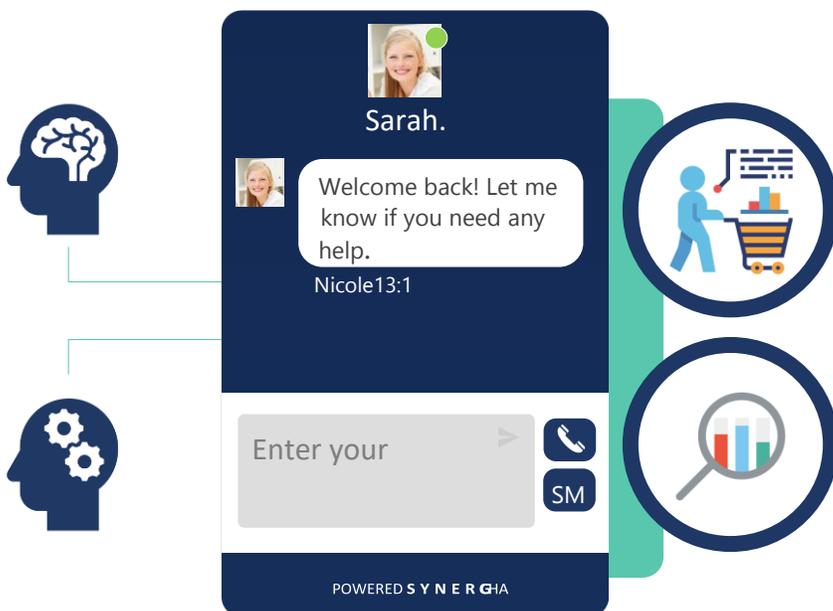
You can even choose to have your team monitor and chat with customers for specific hours of the day, and let our team look after the rest.



## Human Experience + AI Technology

We believe in the powerful synergy of combining AI technology with live chat agents to attain the best results. While innovative technology is continuously sought out, when it comes to customer service, the vast majority of consumers still want to be assisted by real people as opposed to chatbots.

Our live chat platform uses advanced AI technology to detect the browsing habits and preferences of customers, and identifies the best moment to engage them in chat conversation. It also provides our live chat agents with valuable details, such as whether it is a new or returning website visitor, or which products/services they are browsing – allowing a more personable and customized chat experience for your customers.



## Proactive Engagements

Our live chat platform identifies the best possible moment to engage a customer to chat – increasing chat to lead conversion rates.

Our unique AI driven proactive engagement strategy allowed us to engage in over 6.8 million chat conversations in 2019 alone, and maintain a 47% lead conversion rate for our clients.

## Promote Specials

Need an onsite event promoted? Special holiday hours? Let us help get the word out! We've got you covered, no advance notice needed.

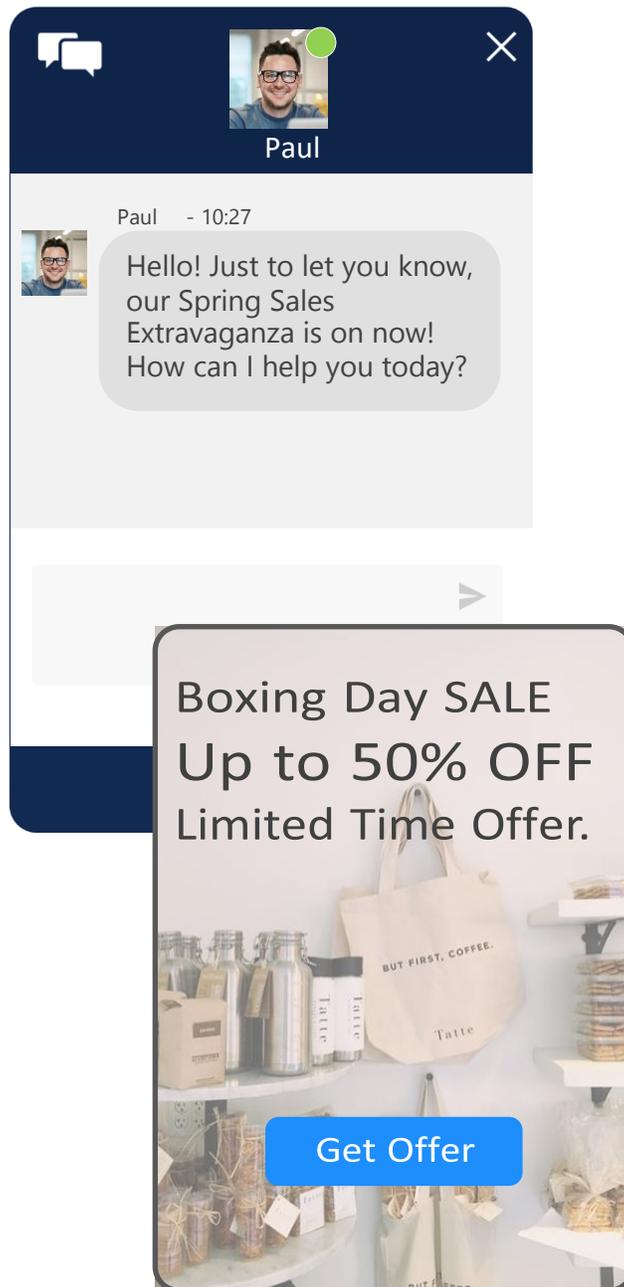
Our chat systems can be modified to push your latest sales events and promos through proactive engagement.

Promotions can be announced directly in the chat's greeting message, and can also be showcased on a dynamic display strategically placed throughout your website.

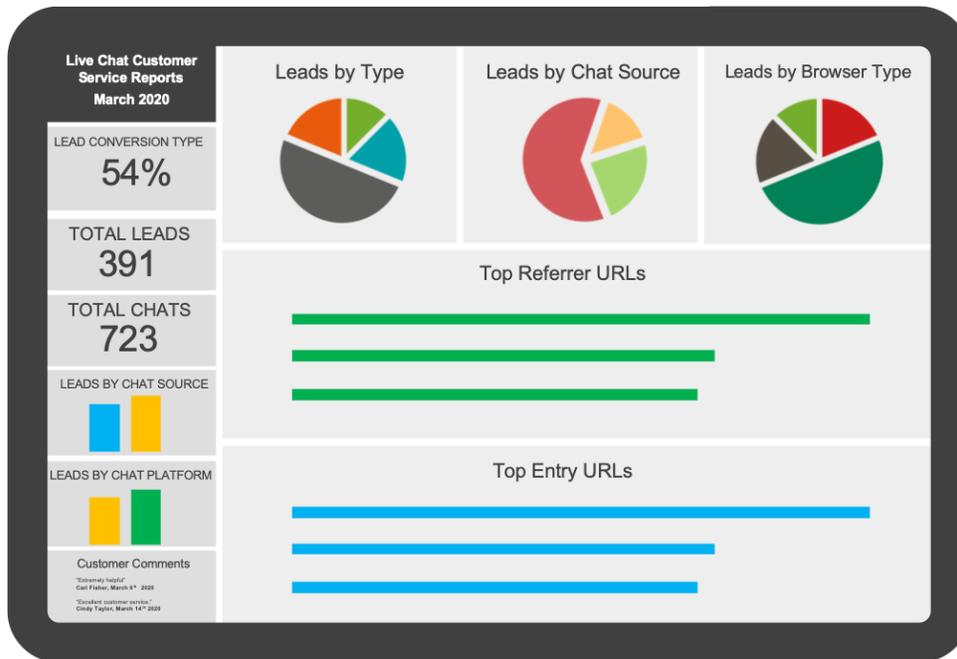
## Measuring Performance Every Step of the Way with Comprehensive Dashboard Reporting

Our detailed reporting takes the guesswork out of wondering if your marketing dollars are paying off. Easy to understand analytics provide you with a clear picture of chat to lead conversion rates, as well as valuable insights into the browsing habits and preferences of your customers.

Identify details such as which referrer URL draws the most website traffic, top browser types used, or what percentage of your customers use desktop versus mobile device to chat. Customized reporting requests can also be accommodated that underscore the benchmarks you need to know and which marketing approaches are most effective in boosting lead generation.

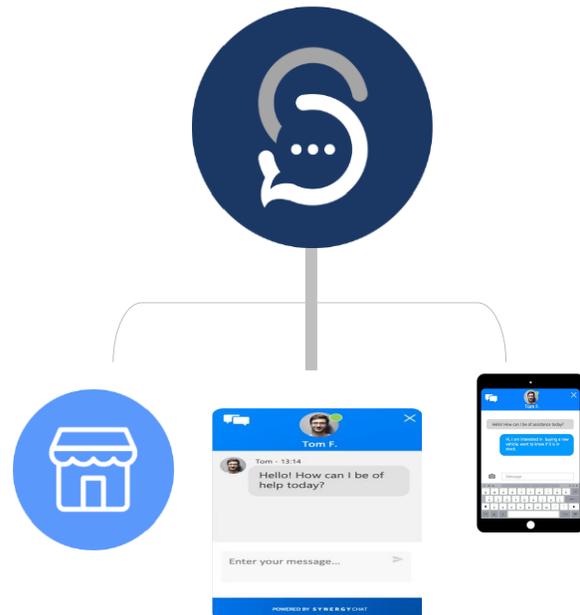


# Solution Overview



## Engaging with Customers through Many Channels Facebook Messenger and Marketplace

Customers expect to receive a quick response, especially when using social media. Messages from your company's Facebook page and Marketplace are directed in real time to our live chat platform -- where our team of friendly, qualified agents respond promptly, engaging with the customer, and forwarding the lead directly to your sales team.



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