

THE BUZZ ABOUT
Live Chat

Why small businesses are rushing to add live chat to their website

With unparalleled conversion rates, record-high customer satisfaction levels, and rapid Return on Investment (ROI)—live chat is a hot topic of conversation for business owners looking to boost their bottom line.



Live chat delivers on evolving customer expectations.

Connected, informed, and armed with the power of choice—today's digital-savvy customers demand differentiated experiences.

66%

Expect instant, on-demand engagement.¹

67%

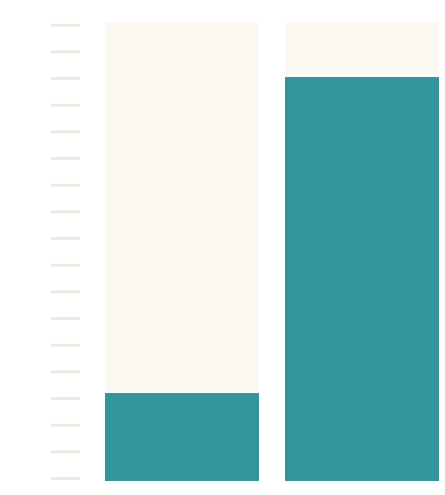
Will pay more for a great experience.²

42%

Prefer live chat over other communications channels.³

Chat customers engage faster & spend more.

Live chat enables personal interactions at the moment when prospects are most engaged: when they're on a business's website.



4.6x
more likely to convert into customers.⁴



60%
spend 60% more than other customers.⁵



73%
are satisfied with their chat experiences.⁶



Live chat can help you crush the competition.

Customers have loudly proclaimed that they prefer live chat to AI, but most businesses are still behind the curve, creating opportunities for companies to differentiate.

84%

of business websites don't have live chat.⁷

79%

of consumers prefer live chat to AI.⁸

60%

find chatbots "creepy" or "patronizing."⁸

What else can you do with live chat?

The benefits don't stop there—from brand reputation to customer service, lead gen and retention, live chat pays dividends across your business.

Present a professional image.

Answer FAQs.

Support demand 24/7/365.

Overcome sales objections.

Gather customer data.

Increase website conversion.



Boost your bottom line with live chat.

Leave 85%+ of your competitors in the dust when you integrate live chat into your website. Ruby's U.S.-based live chat specialists are professionally-trained to represent your business the same way you would—delivering an exceptional experience that helps you land and retain new business and customers.

Ruby's free ultimate guide to chat.

DOWNLOAD

¹ IBID
² SALESFORCE, 2018
³ BOLD360, 2019
⁴ IBID
⁵ IBID

⁶ INVESPCRO, 2018
⁷ DRIFT, 2017
⁸ ACQUIRE, 2019
⁹ DIGITAS, 2019