

Click4Assistance Sees Spike in Enquiries from Online Retailers in the Run-Up To Christmas

Companies eager to impress customers during the Christmas rush have been contacting Click4Assistance in their droves for advice on how to improve their onsite customer experience at this crucial time for shoppers.

December 13, 2013 (FPRC) -- As retailers enjoy their busiest annual sales season, the team at Click4Assistance has seen a noticeable increase in enquiries from online companies looking to refine their buying cycles and offer better support to customers throughout the Christmas period.

Gary Martin, founder and director of Click4Assistance, has announced that interest in their live chat software was at an all-time high last month as companies scrambled to improve their customer service channels in time for Black Friday and Cyber Monday. These dates traditionally book-end the last weekend in November and are known to mark the beginning of the frantic Christmas gift shopping season.

As a result, the leading UK live chat software company has taken on a number of brand new clients from the ecommerce industry and is now working with them closely to ensure they are in a position to offer an exceptional experience to their customers throughout the festive season and into 2014.

“Many online retailers rely on Christmas shoppers to bring substantial revenue to their company, which is why it’s crucial that they prepare for the Christmas buying season well in advance and ensure every aspect of their website is fully optimised for maximum conversions,” explains Gary. “This goes far beyond simply creating a few attractive promotional banners and bringing in extra temporary workers to cope with the increased number of orders. Retailers need to be sure that their website is working well for them and customers are inclined to choose them over their competitors.

“Operating a live chat platform can assist with lead capturing and help to convince the consumer to buy from your website. Through using live chat software, sales representatives can communicate with customers at any stage of the buying cycle.

They are able to answer queries in real time and provide information to the consumer precisely when they need it, which in turn helps the customer to make a more informed decision about their purchase and adds a personal element to the service, allowing them to engage with shoppers and leave a positive, long-lasting impression on the buyer.”

Contact the team to learn more about the huge range of innovative live chat features now available from Click4Assistance and how they can benefit your ecommerce business in the New Year.

Helping clients to converse, monitor and engage with their customers, Click 4 Assistance is the UK’s best live chat software provider, supplying bespoke online communications solutions to businesses of all sizes. The company is always one step ahead of expectations and ensures its partners are armed with the very latest technology, including cutting-edge customisation and web analytics tools, to maximise their ROI from the software they choose to implement. For more information please visit the website or call 0845 123 5871 to speak to a member of the team directly.

Contact Information

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