



Are you using
LIVE CHAT
right?

One of the appeals of chat-based customer support is its no-brainer usability. In 2021, over **79% of businesses** reported a significant increase in customer retention, sales, and revenue thanks to the help of live chat. Around **66% of customers** these days expect fast response to their queries.

While assimilating it into existing customer support operations is typically seamless, that does not mean that all business owners fully understand how it should be utilized to merit the most ideal results.

There are three main misconceptions in using live chat that must be clarified to ensure it is not counterproductive to existing customer support operations.



Misconception: Limited to concerns demanding quick or time-sensitive responses

Fact:

Live chat can also serve as an additional channel to help generate leads and collect relevant customer data, follow-up on purchases, send limited offers and sales, and survey customer experience based on their previous transaction on a business website.

Misconception: Lacks personal touch

Fact:

Spells can be tailored to help express more thought and emotion into each response. Customer support staff can be trained to help them compose grammatically correct and professionally sounding replies. Even chatbots can be “taught” to adopt a more personalized and human-like tone when responding to customer queries.

Misconception: Expensive tool for small businesses and startups

Fact:

The key to saving more when using live chat is to choose a software provider that offers competitive features at reasonable rates. Examples of such features are customizable chat widget, previewing of links and media files, and seamless transfer of relevant customer data (for instance, their purchases or items in their cart).



STILL IN DOUBT ABOUT THE EFFICACY OF LIVE CHAT SUPPORT?

How about finding an outsourcing partner that caters to your customer support needs?

The secret to maximizing live chat assistance lies in knowing its pros and cons, while also understanding how to make it work for your customer support goals. For instance, if your business has branches across the globe, then it would be best to find a live chat software provider that supports multilingual capacity.

These misconceptions about live chat signify the importance of carefully researching and conducting the efficiency of each contact channel available. Who knows, the most suitable communication tools to boost your customer assistance are right under your nose!

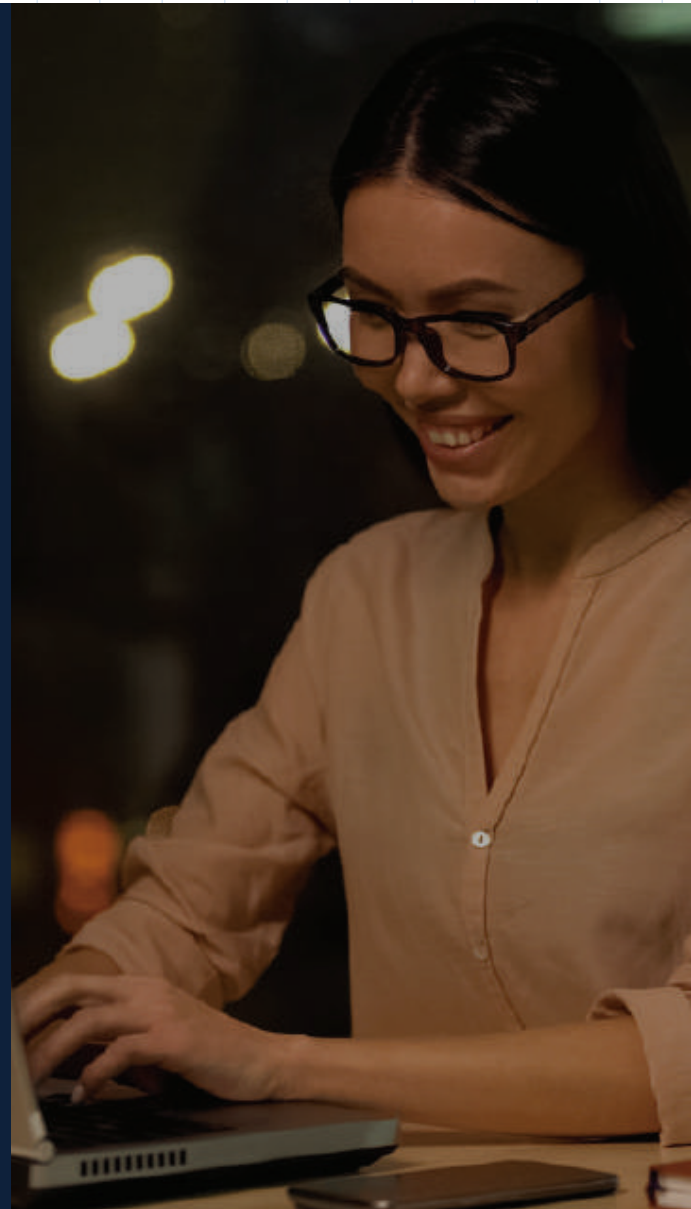
READY TO INCLUDE LIVE CHAT IN YOUR CUSTOMER SUPPORT OPERATIONS

Check out our flexible live chat services:

- ✓ Multiple languages supported: *Arabic, French, German, Italian, Japanese, Korean, Malaysian, Portuguese, Spanish, Thai*
- ✓ Customizable chat widget
- ✓ 24/7 availability
- ✓ Personalized customer assistance
- ✓ Hassle-free website add-on feature

Alternatively, if you are looking for a more diverse and full-scale solution, we also offer outsourcing services for call and email-based support.

[Learn More](#)



WHY CHOOSE NMS?



Driving Efficiencies and Growth for Your Business is Our #1 Priority.

New Media Services pledges to give flexible, tailor-made solutions to aid in the growth and success of numerous businesses. From customer support and virtual assistants to content creation and moderation to social media marketing, web design, and development, NMS's lineup of BPO solutions is designed to meet big and small resource and manpower demands.

**Have a campaign or project not covered by our list of services?
Contact us and we'll be more than happy to make an assessment!**

Contact Us

OUR CUSTOMIZABLE OUTSOURCING SOLUTIONS:



MULTILINGUAL CONTACT CENTER

We cover Call Support, Live Chat Support, Email Support, Escalation Management, and Order Verification. Meet customer expectations and enable 24/7 availability for your customers.



CHAT OPERATOR SERVICES

Save more on operational costs. Deliver excellent user experience on your messaging and social platforms at all times. Convert site visitors and new users into patrons with skilled chat agents.



MODERATION SERVICES

Uphold brand integrity and user safety with our range of efficient and professional content moderation solutions. Choose from any of the following: Social Media and Community Moderation, Image Moderation, Video Moderation, Profile Moderation, Text/Chat Moderation, and Web Content Moderation.

TIRO

TIRO is an innovative conversational AI platform that aids in enhancing user experience on Dating Chat Services. Developed by New Media Services, TIRO uses natural language processing (NLP), neural networks, and machine learning to provide suitable responses to each customer query, thereby ensuring your dating site or app gets higher conversions and free members upgrade to premium membership in no time.

WE LOOK FORWARD TO BECOMING A PART OF YOUR BUSINESS' SUCCESS!

CONTACT US

 info@newmediaservices.com.au

OUR COMPANY

Main Office

4 Dundass Grove, Botanic Ridge
VIC, Australia 3977

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