

# TotalLiveChat™

With TotalLiveChat we can help you respond quickly to visitor inquiries and send leads your way with the simple addition of a chat box on your site (and a team behind it to help).



## Offer 24/7 Live Chat

With our pricing options, any sized business can offer live chat on their website.

**63%** OF CUSTOMERS SAID THEY WERE MORE LIKELY TO RETURN TO A WEBSITE THAT OFFERS LIVE CHAT.<sup>1</sup>



## Drive New Leads

Our agents will capture those leads you're losing today as visitors abandon your website and continue to surf the web.

**4-8X** LIVE CHAT CAN GENERATE 4-8X MORE LEADS FROM YOUR WEBSITE.<sup>2</sup>



## Win the Business

Get contact info immediately after a chat so you can follow up and close the deal before your competitor can.

**35%+** OF SALES GO TO THE FIRST COMPANY TO RESPOND TO A LEAD.<sup>3</sup>

## We'll help bring you leads, even while you sleep

### Leave Your Live Chat to Us

We'll take care of everything from providing the chat software, to creating agent scripts, to sending you contact info of visitors wanting to connect with you.

### Choose to Only Pay for Leads with Intent to Buy

If customers are asking questions on your website, we won't charge you to help them out. You can choose to only pay for leads that provide name and contact information.

### Don't Lose Potential Website Leads

Trained agents capture visitors contact info and can connect visitors to you immediately by phone.

### Improve Your ROI

Live chat helps keeps consumers engaged and moving down the path to becoming a customer.

### Get Support from a Company Catering to Local Businesses

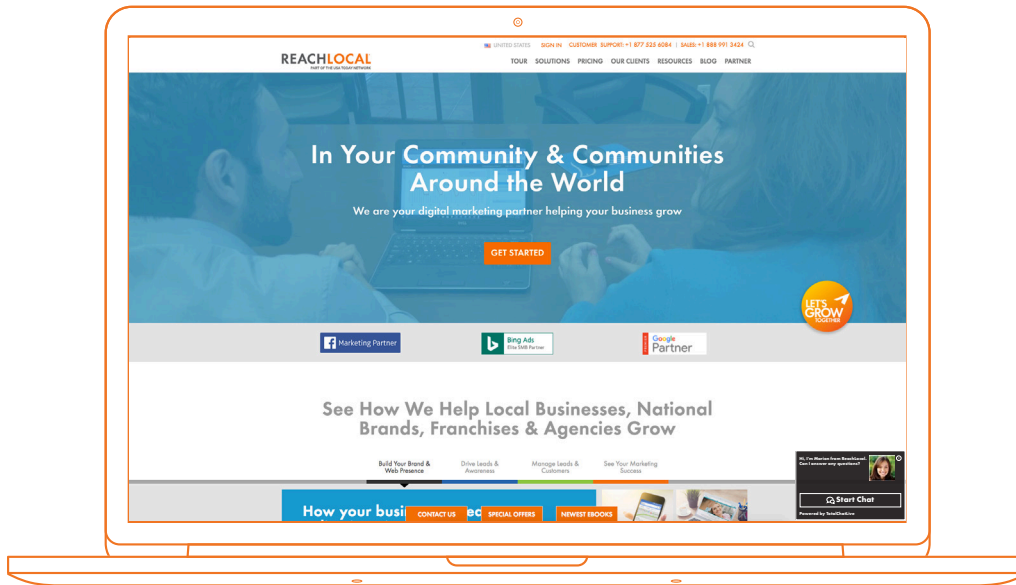
Our agents manage more than 115,000 chats a month for local businesses.

“My experience with TotalLiveChat was a great success. It's one thing to have traffic on your website, but what's most important is converting that traffic to leads.”

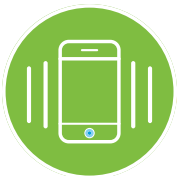
*Mike Westhead  
Home Court Hoops*

# TotalLiveChat™

Get a taste of what it feels like to improve your connection with your website visitors. Plus, drive leads with TotalLiveChat. It's one of the best kept secrets in marketing.



Full support for mobile



## Call Connect

Our agents can connect prospects and leads to you via phone directly from a chat – enabling you to continue the sales process with those hot leads.



## Multiple Chat Support Options

Already have a call center? You can use our self-service software for full control of your live chat. Or your agents can manage website chats during business hours. We'll handle the overflow, plus cover your non-business hours.<sup>2</sup>



## Text to Chat<sup>1</sup>

If you're a ReachSearch client, our chat operators can also answer incoming texts from your ads. To the visitor, it appears like a regular SMS text exchange. To the agent, it's treated like a web chat. To you, it's another trackable lead with a chat transcript in the system for you to follow-up on.



## HIPAA Compliance

If you're subject to HIPAA or manage sensitive customer data, we have a secure solution for you. You'll receive lead notifications that provide a link to log in to our secure portal in order to view the lead.<sup>3</sup>



## Instant Transcripts & Leads

You will be notified by email or text message automatically after a chat conversation with a full transcript of the chat and the contact info for the prospect. Follow up quickly for your best chance to get the deal.



## Reporting and Marketing Automation

TotalLiveChat works in conjunction with ReachEdge™<sup>4</sup>, our unique lead management technology, to track all of your chat leads alongside calls and website form fills in one place. Plus, see analytics, and connect with leads through automated email and text marketing campaigns helping turn them into customers.

<sup>1</sup> ReachSearch message extensions (text to chat) is not available to ReachLocal clients subject to the Health Insurance Portability and Accountability Act (HIPAA). If you're subject to regulations like HIPAA and you use Google AdWords message extensions, then ReachLocal will not be liable if ReachSearch doesn't meet those requirements. <sup>2</sup> Price varies by service model <sup>3</sup> If you or your business is regulated by any professional, governmental or other regulatory rules or guidelines restricting your use of advertising or processing of customer information, including HIPAA, it is your sole responsibility to notify ReachLocal and ensure your compliance. <sup>4</sup> ReachEdge incurs an additional subscription fee.

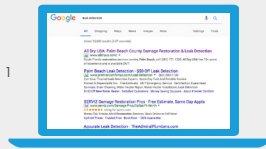
# BUYER JOURNEY BUSINESS HOURS

# BUYER JOURNEY AFTER HOURS

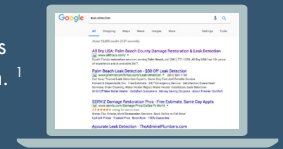
**i** Connect with your leads right away, no matter where you are.

**i** Our Chat agents and technology are working even when you're not.

**1.** Visitor finds your business through an online search. <sup>1</sup>



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**FULL, SELF, AND HYBRID SERVICE OPTIONS AVAILABLE.**

**2.** Visitor has some questions about specific services you offer. They immediately text for more information from search results page<sup>1</sup>, or visit your website and engage in live chat.

**2.** Visitor wants to talk to you but it's 11 pm on a Saturday.

**3.** Visitor engages via text or live chat, and agent gathers contact info.



**3.** Visitor engages via text or live chat, and agent gathers contact info.



**4.** Chat agent answers visitor's questions based on custom script, connecting them to your business via phone because the visitor wants a quote.



**4.** You immediately receive an email with contact info and a full transcript of the chat.



**5.** You receive an email or text with contact info and a full transcript of the chat.



**5.** Visitor receives automated email via ReachEdge<sup>2</sup> with enough info to keep them satisfied until you can respond.



**6.** Chat info can be stored in ReachEdge<sup>2</sup> for real-time reporting, automated email programs and other future marketing campaigns.



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<sup>1</sup> Our agents also answer texts from paid ad message extensions for our ReachSearch customers. <sup>2</sup> ReachEdge incurs and additional subscription fee.  
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