

CONVERSION MACHINE

MODULE 2

Data Collection

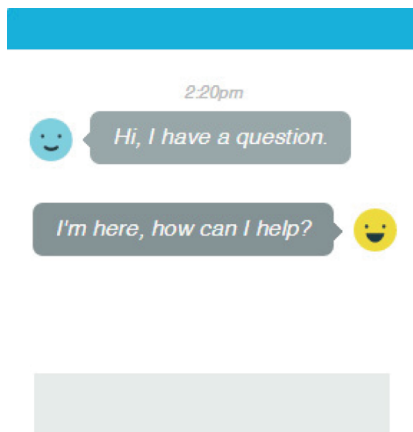
VIDEO 4 Transcript

Live Chat

Live Chat

Live chat is a great way to collect qualitative data from visitors on your website.

Live chat is that little chat window you see in the bottom right hand corner of the page.



While the visitor is in the sales funnel they can chat real time to a sales assistant and ask any final questions or have purchasing reservations removed.

Talking to the customer in real time as they make their purchase decision in itself can increase conversions and it is cheaper than manning the phones.

But more importantly for the you as an optimizer it is much easier to record the data and analyse it for conversion ideas.

We recommend to use Olark (see course discounts section)

This is because the transcripts from the live chat are recorded and can be exported from the software for analysis.

Don't worry, if someone is not able to look after the questions 24/7 you can simply change the form to show a contact form or hide it.

Ok so now we are going to jump into Olark and show you how to set up and start capturing data for your website.