

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 5 Transcript

Live Chat

Live Chat

Live chat transcripts are a valuable source of qualitative customer data. They can reveal the most common questions and reservations customers have around spending money with your company.

You can then attempt to alleviate or remove these reservations by optimizing your website to be more informative and persuasive.

I've created spreadsheet template included in the worksheet download so you can analyse your live chat data.