

# Chat Greetings Efficiency Report

An insight into customer engagement

April 2014

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# 01 Introduction

This report was created to provide a comprehensive insight into chat greetings and factors that affect the greeting-to-chat conversion rate.

Business owners, live chat administrators and managers can use this report to get the idea about trends in greetings conversion, the effectiveness of particular greeting rules and good practices that increase the conversion from greetings to chats.

If you'd like to share this report, please do so in its entirety to ensure that a proper background is available. When sharing, please mention our site, [www.livechatinc.com](http://www.livechatinc.com), as the source.

## Why you should use greetings?

Greetings are one of the most effective ways of engaging and converting your website visitors. A well-timed greeting, along with a chat, can accomplish a number of customer service goals. Whether it is saving a cart that is about to be abandoned or guiding a lost customer to check-out, properly customized greetings are great assets to your customer service efforts.

A correctly set up greeting reaches a visitor at the right moment with a contextual message. They have a much greater rate of success than non-contextual, quantity-oriented invitations to chat. Customized greetings engage visitors on a personal level, as they are much more organic and targeted.

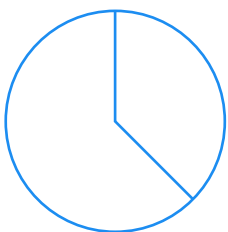
## 02 Regarding the Data

To provide a thorough insight into greetings conversion rates, we gathered data from 810 businesses of all kinds and sizes over a 6-month period.

In our estimations, we included businesses with an established live chat and online presence. To make the cut, a business had to issue at least 500 greetings over the 6-month period. To avoid skewing the results, we also excluded a couple of extreme cases that, despite making the 500 greetings mark, had no chats. Businesses that met those requirements produced over 32 million greetings.

**810 BUSINESSES,  
6-MONTH PERI-  
OD, 32 MILLION  
GREETINGS**

All greetings were divided into two main groups: default and custom. Default greetings are pre-made and come with every new LiveChat account. Custom greetings require a setup. If an account had any custom greetings set up, we added it to the custom group, even if they were also using the default greeting. All in all, the default group included 226 businesses, while the custom group included 465 businesses. This leaves a group of 119 businesses that deactivated or removed their greetings before the end of the testing phase but still contribute when it comes to the total number of issued greetings, accepted chats etc.

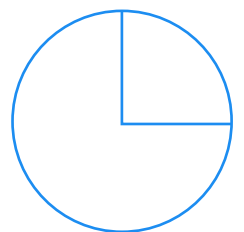


**68%**  
**465** BUSINESSES USE  
CUSTOM GREETINGS

**32%**  
**226** BUSINESSES USE  
DEFAULT GREETINGS

**75%**  
NUMBER OF CUSTOM  
GREETINGS ISSUED **23.8M**

**25%**  
NUMBER OF DEFAULT  
GREETINGS ISSUED **8.2M**



Even though the default group makes 32.71% of the businesses using greetings, it is responsible only for a little over 8.2 million greetings (25.67% of all issued greetings).

As much as 67.29% of businesses used custom greetings and issued well over 23.8 million greetings (74.33% of all greetings).

When showing conversion rates for various greetings, we wanted to give you a detailed look into their effectiveness. This is why we provide two values: the average conversion rate and the median. The average gives you data about all the companies participating in the study, even those that may skew the estimates. The median is not as susceptible to the skew and gives a bit more refined look at various statistics. A difference between those two figures suggests that there may be a few businesses that are either more or less successful than the rest of the field and they can either boost or lower the overall score.

## 03 Main Findings

**32 MILLION GREETINGS,  
OVER 2.4 MILLION CHATS,  
7.28% CONVERSION RATE**

During the testing period, more than 32 million greetings were issued to visitors, which resulted in over 2.4

million chats. This sets the average conversion rate at the 7.28% mark. When we check the median, i.e. remove the the extreme cases that skew the estimates, the conversion rate goes up to 8.07%, meaning that every 12th greeting leads to a chat.

### GREETING TO CHAT CONVERSION

AVERAGE

MEDIAN

TOTAL	<b>7.28%</b>	<b>8.07%</b>
DEFAULT	<b>↑ 8.17%</b>	<b>↑ 9.12%</b>
CUSTOM	<b>↓ 6.96%</b>	<b>↓ 7.43%</b>

Out of the 8.2 million default greetings displayed, 8.17% converted and led to over 670 thousand chats. The extreme cases have much smaller impact on the conversion of default greetings. After excluding them from the equation, their efficiency goes down to 8.12%. This places the default greetings just above the average conversion rate.

Custom greetings, a group including over 23.8 million greetings, were successful in 6.96% of all situations and resulted in 1.6 million chats. After removing the extreme cases, the conversion rate rises considerably to the 7.43% mark. Even though there is a major skew present, custom greetings still perform worse when compared to the average conversion rate for all greetings.

As you can see, the default, pre-made greetings seem to be more successful at converting visitors to chat than the under-performing custom greetings. The results may seem counter-intuitive as more personalized and customized greetings should be more effective than the general default greetings.

The sheer number of customized greetings may suggest that companies using them aim for high volume of displayed greetings. Alternatively, the management of all those greetings may be a difficult task, resulting in poorer conversion rates.

To find out the reason for this kind of conversion rates, we took a closer look at a wide range of greetings that scored both lower and higher conversion rates.

## 04 Greeting Rules

There are several greeting rules to choose from when selecting one for your website. Each of them can accomplish different tasks when placed on a particular site. These rules are essentially triggers that can be combined to create more precise and targeted greetings.

**IN 94% OF THE  
CASES, A GREETING  
USES 1 OR 2 RULES**

There is no limit to the number of rules that can be used in a greeting. However, 19 out of 20 greetings use 1 or 2 rules.

Here's a full list of rules you can use when creating a greeting:



## TIME ON SITE

POPULARITY **58.37%**

A greeting is sent after a visitor spends a certain amount of time on a site. Businesses rely heavily on this rule as it appears in 58,37% of all greetings. It is also the most general greeting as it targets everyone, provided that the visit on a website is long enough. As a consequence, this is the worst converting greeting.

EFFECTIVENESS

**6.89%**  
AVERAGE

**7.09%**  
MEDIAN



## CURRENT URL

POPULARITY **16.09%**

This rule triggers a greeting when a certain page is accessed by a visitor. For example, when a visitor enters a landing page dedicated to a sale, a greeting connected with the sale can be issued. This is the second most popular rule that is used in 16.09% of all greetings. The popularity of this greeting is also affecting its conversion rates negatively.

EFFECTIVENESS

**7.92%**  
AVERAGE

**7.84%**  
MEDIAN



## RETURNING VISITOR

POPULARITY **13.85%**

This rule issues a greeting only to those visitors who have already seen your website in the past. Business owners might want to issue a different welcome message to these visitors, encouraging different actions. As much as 13.85% of all greetings include this rule.

According to the data, this is the worst performing greeting rule. However, when the extreme cases are taken out of the equation, the score goes considerably up. A lot of companies seem to be using this rule incorrectly. The disproportion shows how a badly configured greeting can affect the conversion rates.

The chance to offer a more personalized greeting to a returning visitor is often wasted by an over-generalized message. The message should welcome the visitor and refer to the last time he or she was on site. You might also want to offer a different promotional information for this type of users. For example, by combining this and the [Visited URLs](#) rule, you can directly refer to the product the visitor was looking at the last time.

EFFECTIVENESS

**6.54%**  
AVERAGE

**7.27%**  
MEDIAN





## TIME ON PAGE

POPULARITY **7.69%**

This trigger rule works in a similar way to the already discussed Time on Site one. The only difference being that the time on a particular page is counted instead of time spent on the whole site. When the two are compared, Time on Page scores surprisingly good average conversion score. Even after the extreme cases are removed, it still outperforms its site counterpart. It is also fairly popular, being a part of 7,69% of all greetings.

When a visitor spends a lot of time on a particular page, there's a good chance that he or she got stuck and requires your assistance. Using this greeting rule, you can provide help and move the visitor further.

EFFECTIVENESS

**10.21%**  
AVERAGE

**7.97%**  
MEDIAN



## GEOLOCATION

POPULARITY **2.27%**

If you want to send targeted greetings to visitors from a particular location, this is the rule you want to use. Geolocation-based greetings are of great help for companies with branches in several states or those shipping internationally. Instead of serving a plain greeting, you can immediately point out that shipping to a particular state is free, making your chat offer more appealing. Geolocation rule is used in 2.27% of all greetings. They are significantly more effective than most of the other greetings.

EFFECTIVENESS

**11.36%**  
AVERAGE

**10.33%**  
MEDIAN



## PAGE VIEWS NUMBER

POPULARITY 0.71%

Rule that issues greetings to visitors who have seen a particular page for a set number of times. It is a great way of engaging uncertain shoppers who seem to be stuck in one place on your site. This rule appears in 0.71% of all greetings.

The difference in the conversion rates suggests that many of these greetings may be used incorrectly. Instead of reaching visitors who really got stuck, they target those who have seen one of the more popular pages, e.g. the main page, only a couple of times. That makes them way too general to be effective.

EFFECTIVENESS

**8.87%**  
AVERAGE

**7.62%**  
MEDIAN



## REFERRER

POPULARITY 0.54%

Rule that sends a greeting when a visitor enters your site from a specified referrer link, for example, when a visitor reaches your site from a partner service. Surprisingly, the referrer rule is one of the less popular greeting rules, making only 0.54% of all greetings. Although not very popular, they seem to be fairly successful at generating chats with people coming from valuable sources.

EFFECTIVENESS

**8.23%**  
AVERAGE

**9.45%**  
MEDIAN



## VISITED URLs

POPULARITY **0.27%**

This rule triggers once a visitor has seen a set number of specified pages. It can be used to offer advice for customers going back and forth between similar products, struggling to pick one of them. Additionally, bigger businesses with self-service resources can choose to limit their greetings only to those visitors who couldn't find help on the self-service pages. Unfortunately, greetings of this type are fairly rare as they make only 0.27% of all greetings.

The average score suggests that these greetings can be very successful. However, it seems that most of that score comes from a few successful users.

EFFECTIVENESS

**10.05%**  
AVERAGE

**6.81%**  
MEDIAN



## CUSTOM VARIABLE

POPULARITY **0.19%**

The rarest greeting rule, it makes only 0.19% of all greetings. It offers the highest degree of freedom. You can use it to issue a greeting after a certain action has been made by a visitor on your website. For example, when the visitor fills out a form incorrectly, you can send a help offer. Greetings containing this rule are great cart savers since you can issue them immediately after a payment doesn't go through.

Due to the additional development required to make them work, only a small portion of businesses managed to set them up properly. If you manage to do it, they will be your best performing greetings covering the most difficult cases.

EFFECTIVENESS

**11.19%**  
AVERAGE

**5.95%**  
MEDIAN

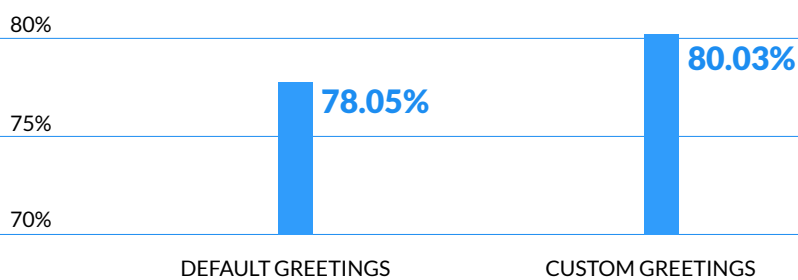
# 05 Effects on Happiness and Goals

When looking at other valuable metrics like customer satisfaction or the number of achieved goals, we found out that businesses using custom greeting were more successful on both fields.

We noted a 1.98% better satisfaction ratings for business using custom greetings, with an average of 80.03%. Although the greetings and customer satisfaction are not directly related, i.e. you can still get bad rating with well-converting greetings and vice versa, it is safe to assume that visitors approached with a targeted greeting are more likely to have a positive experience. Customized greetings allow both visitors and agents to reach an understanding faster as less needs to be explained and the chat starts from an already established position.

**BUSINESSES USING CUSTOM GREETINGS NOTE 1.98% BETTER SATISFACTION RATINGS**

CUSTOMER SATISFACTION RATING

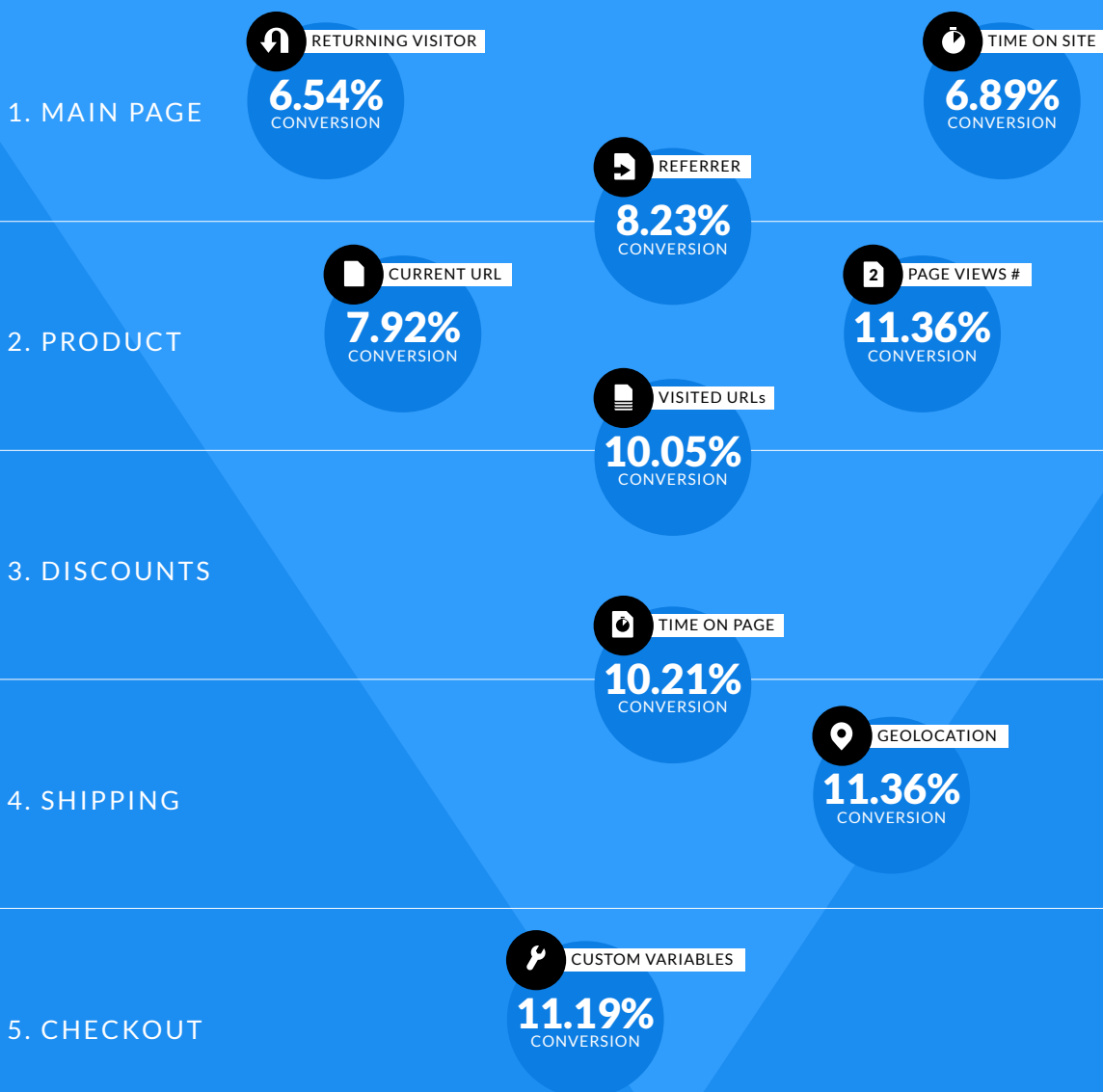


Customized greetings seem also more helpful when trying to reach particular business goals, e.g. a successfully finalized purchase or registration of a new user account. In 9 out of 10 cases, companies who were using custom greetings were also tracking business goals, giving them valuable information about the entire conversion funnel (greetings -> chats -> goals). Additionally, businesses using custom greetings are also more effective, gaining 2.4% more goals on average.

# 06 Greetings Engagement Points

You can engage your website visitors at various times and on various pages using greetings. Depending on the already seen content, different greeting rules may be used. The following graph shows when you can use different greeting rules and gives you an idea about their effectiveness.

## VISITORS ENTERING WEBSITE



## VISITORS CONVERTING INTO CUSTOMERS

# 07 Greetings Groups

As previously mentioned, businesses use two types of greetings: default greetings and custom greetings.

When looking at the number of chats both these groups managed to handle, it seems that businesses using default greetings are smaller, up-and-coming companies that rely heavily on greetings to acquire a lot of their chats. Default greetings bring them almost a half of their chats.

**BUSINESSES USING DEFAULT GREETINGS GET OVER 47% OF THEIR CHATS THROUGH THEM**

**COMPANIES USING CUSTOM GREETINGS GET 24% OF THEIR CHATS FROM THEM**

Businesses using custom greetings seem to be bigger, more established companies that utilize them for a specific purpose. Only a quarter of their chats come from greetings.

Bigger, already established companies will get most of their chats reactively through the chat window. Smaller, developing companies will have to focus more attention at reaching out to their visitors.

This division seems much more apparent when looking at the number of issued greetings. Companies with a fairly low number of issued greetings are far more successful at starting chats with customers. Bigger companies seem to be struggling and their chat greetings are more often ignored.

We divided all the businesses into 5 traffic levels. The levels signify how many chat greetings were served by a company. Although they may be related to company size, they don't necessarily have to. For example, low traffic companies can be both smaller, local enterprises that don't have a huge client base and businesses that don't encourage a huge number of greetings, e.g. real estate agencies.

## Efficiency rates for different company sizes:

	AVERAGE CONVERSION	ADJUSTED
<b>ONE-MAN ARMY</b> UP TO 400 GREETINGS/MONTH	<b>13.13%</b>	<b>9.66%</b>
<b>SMALL BUSINESSES</b> 400 - 2000 GREETINGS/MONTH	<b>12.34%</b>	<b>12.29%</b>
<b>MID-SIZE COMPANIES</b> 2000 - 10400 GREETINGS/MONTH	<b>9.17%</b>	<b>7.73%</b>
<b>LARGE BUSINESSES</b> 10400 - 53500 GREETINGS/MONTH	<b>7.47%</b>	<b>6.17%</b>
<b>ENTERPRISES</b> MORE THAN 53500 GREETINGS/MONTH	<b>4.22%</b>	<b>4.50%</b>

With the exception of the small fluctuation in the first group, it seems apparent that companies issuing more greetings can expect worse results. This is why the greetings they issue need to be much more personalized. For a small, developing company, it is easier to handle all chats that come from greetings. However, bigger, more established businesses need to limit the amount of chats they are getting with more precise, targeted greetings.

**COMPANIES ISSUING MORE GREETINGS CAN EXPECT DIMINISHING RETURNS**

# 08 Good Practices and Examples

When going through the available data, we've spotted a number of all-star companies that prepared particularly good and effective greetings. Here's a few examples of those companies, along with a description of the best practices they've utilized.

## THE SIMPLY GROUP



### RULE

Custom variable

### TASK

Cart saver

### EFFECTIVENESS

14%

The Simply Group, an online outdoor & leisure shop, uses customized greetings to save sales. When customers experience problems with the checkout, e.g. their payment fails to authorize, the greeting is there to save the sale. These greetings are fairly successful at grabbing the attention of the potential customers, as every 7th greeting leads to a chat (14% conversion rate).

Cart-saving greetings can be one of the most useful ways to approach visitors. You get to chat with a person who already made a decision to buy something on your site. All that is left to do is to clear any obstacles related to payments or shipping. This is the last moment you can lose a customer and you should do your utmost to avoid that.

[www.thesimplygroup.com](http://www.thesimplygroup.com)



## RCHANGE



### RULE

Custom variable

### TASK

Gaining new leads

### EFFECTIVENESS

17%

RCHANGE, an e-wallet platform uses greetings to approach visitors who don't have an account yet. Using custom variables, they check if a visitor has an account before sending the greeting. This way of targeting allows them to focus their efforts on approaching potential customers. It seems to be a fairly successful way of gaining new leads as it starts a chat with every 6th approached visitor (17% conversion rate), which is more than double the average greeting score.

Greetings can help you achieve various business goals. In this case, the company used greetings to focus their customer service efforts on gaining new users by using custom variables to determine if the visitor has already seen the page. In the same vein, you could opt to nurture only the existing users by offering greetings visitors who have registered and logged in with their accounts.

[www.rchange.net](http://www.rchange.net)

## FILESFETCHER



### RULE

Geolocation

### TASK

Reaching out to visitors based on their country

### EFFECTIVENESS

28% - 33%

FilesFetcher, a file storage and download service uses a number of location-based greetings to approach visitors from several countries. Each greeting is offered in a different language and leads to a dedicated agent assigned to that country. International clients seem to be very appreciative of greetings in their native tongue as nearly a third of them leads to a chat (28 to 33% conversion rate).

Location-based greetings are a terrific way to start a conversation with international or out-of-state clients. You can prepare several such greetings in different languages, depending on the location of the visitor. Your domestic clients will appreciate the fact that they don't have to tell where are they from when asking about shipping.

[www.filesfetcher.com](http://www.filesfetcher.com)

ROKU



**RULE**

**Visited Page Number, Visited URLs**

**TASK**

**Offering help to customers who couldn't find answers in the self-service section**

**EFFECTIVENESS**

**27%**

Roku, a TV streaming service, prepared a complex and effective greeting to tackle the huge number of enquiries they are getting. Due to a large number of requests, they can't chat with every visitor and handle most of the cases via self-service. This is why the greeting they prepared is issued only to those visitors who couldn't find the self-service section on the site. The visitor has to reach at least 5 pages before getting a greeting. Additionally, the current page of the visitor mustn't be a self-service page. This way, help is offered only to visitors in dire need of help, leading to a chat with every 4th such visitor (27% conversion rate).

When dealing with a really big customer base, adjusting your approach to support may be necessary. Models that don't involve some form of self-service may prove to be impossible to scale. With greetings, you can decrease the strain on your customer service team by offering help only to visitors who couldn't find the solution themselves.

[www.roku.com](http://www.roku.com)

EDUCATION AFFILIATES



**RULE**

**Geolocation**

**TASK**

**Offering courses to US residents**

**EFFECTIVENESS**

**24%**

Education Affiliates, a network of post-secondary schools offering various courses uses greetings to present special offers on courses to US residents. This way, the personalized greetings regarding specific courses go only to visitors who may be interested in them. This way of targeting produces great results, as 1 out of 4 (24% conversion rate) visitors accepts the greeting.

When offering services available only in certain locations, you might want to limit the audience you target with your greetings to the said locations only. This way you will avoid loads of chats where you need to explain that the service is not available in a particular location, leaving you available for chats with potential customers.

[www.edaff.com](http://www.edaff.com)

## CAMPUSBOOKRENTALS



### RULE

Current URL

### TASK

Cart saver

### EFFECTIVENESS

29%

CampusBookRentals, an online textbook renting service, saves possible transactions using greetings. Every time the cart is about to be abandoned, i.e. a considerable amount of time has been spent on the checkout page without any activity, a greeting is issued to save the sale. It seems very effective, as nearly every third greeting is successful, with 29% greeting conversion rate. This means that agents get 29% chances at converting qualified leads to customers. Without the greeting, it would be left to chance.

When customers spend a lot of time on the checkout page, it might be a good idea to set up a greeting with help offer that will trigger after a set amount of time. If there are any problems with checkout or visitors can't find the information they need, agents can offer immediate help and assist the visitors with their purchases.

[www.campusbookrentals.com](http://www.campusbookrentals.com)

## SEA GAMER MALL



### RULE

Geolocation, Current URL, Referral and more...

### TASK

Payment processing, greetings for various locations and visitors coming from specific sites

### EFFECTIVENESS

11% - 82%

SEA Gamer Mall, an online game and game-currency shop, offers multiple, well-converting greetings. A true greeting power-house, SEA Gamer Mall utilizes them to reach a number of customer groups. They use a number of location and product-based greetings to give a more personalized and targeted feel for their customer service.

One of the most interesting ways to utilize greetings exhibited by SEA Gamer Mall is their way of handling payments. After a purchase, a greeting offering processing of the order is issued to the customer. This kind of greetings is the most successful we've ever seen, scoring a tremendous 82% conversion rate.

Creating a vast network of greetings will allow you to offer personalized support for a wide range of customer groups. Instead of sending the same greeting for every customer, you can target smaller groups that are more likely to convert.

[www.seagm.com](http://www.seagm.com)

# 09 Detailed Conclusions

According to the data, the biggest problem when setting up greetings is addressing them at a very wide audience. Business owners and LiveChat administrators often create greetings for every visitor, e.g. a greeting that triggers after a couple of seconds on a site.

Reaching out to a wide audience results in very poor overall conversion rates. On average, only 8.07% of greetings convert to chat. Although this kind of practices will result in some chats, the quality of these leads will be subpar and you will miss the more valuable leads present on the website.

Another reason for the poor performance is the incorrect way of setting up greetings. As a result, an average custom greeting (7.43% conversion) leads to less chats than a default, pre-made greeting (8.12% conversion).

Wrong greeting rules are often used to reach a particular group of visitors. Instead of targeting the greeting at a specific group, it ends up being sent to most of the visitors on the website. There is a lot of room for improvement, as the best scoring greetings reach conversion scores of 30% and above.

Learning how to properly set up custom greetings is very beneficial. Online businesses using them noted 1.98% higher satisfaction ratings as well as managed to achieve 2.4% more business goals than companies using default greetings.

To get more out of your chat invitations, you need to target them at specific groups of visitors. For example, you can try reaching people looking at a specific product type instead of going for everyone who's looking at your shop page. There's no need to stop at one greeting too. You should aim to create a large number of personalized and targeted greetings to cover various aspects of your service.

↑ 30%

AVERAGE  
CONVERSION  
8.07%

0%

Companies using default greetings rely heavily on them to get a large portion of their chats. About half (47.24%) of their chats comes from default greetings. This can be related to their overall size and proficiency in using LiveChat. They are usually smaller, up-and-coming companies that don't have an established online presence.

Many companies using greetings received several times more chats from greetings than from the chat window. In extreme cases, we noted 10 times more chats from greetings than from simply having the chat window on the website. This shows how huge of an effect greetings can have on the number of contacts you have with your customers.



Businesses relying on custom greetings get most of their chats reactively, i.e. not from a greeting. Only an average of 24.37% chats handled by those companies comes from a custom greeting. These are bigger implementations that have some kind of online presence and existing customers. They use greetings to reach specific client groups with personalized messages.

With growth, the conversion rates of greetings will go down. The bigger the traffic on a website, the harder it is to target the right people. Greetings sent by smaller companies were efficient in 13.13% of the cases, while enterprise-grade companies were successful only in 4.22% cases.

## THE BIGGER THE TRAFFIC ON A WEBSITE, THE HARDER IT IS TO TARGET THE RIGHT PEOPLE

Just the same as the efficiency will change with growth, you need to change your greetings. They have to become even more targeted or

## LIMITING THE NUMBER OF ACCIDENTAL CHATS CAN HELP YOU HANDLE CUSTOMER SERVICE SCALING

you will get far too many chats to handle reliably. Limiting the number of accidental chats can become one of the tools that help you handle customer service scaling.

Instead of a few greetings sent to a large number of visitors, companies should create a vast network of contextual greetings covering various situations.

# 10 Improving Your Greetings

When customizing your greetings, there's a couple of things you should remember. Here's a checklist you should go through when creating a greeting:

## 1. MEASURE CUSTOMER ACTIVITY

Proper analysis of customer activity on your site is crucial when creating a greeting. You should define goals you want to accomplish on various pages. Look for places where your potential customers may experience problems that lead to leaving those pages.

Greetings allow you to help your visitors in those crucial moments leading to conversion, e.g. product sites, online forms and checkout. You can use services like Google Analytics, KISSmetrics and Mixpanel to identify those bottlenecks.

## 2. CREATE A PROPER GREETING

After identifying potential pain points, you need to create greetings that will address them.

First off, you need to select a proper triggering rule for the greeting. Depending on the goals you have, a greeting may use several greeting rules that decide who will see it on your site. Make sure to select rules that will target a smaller, but specific group of visitors since over-generalized greetings won't yield good conversion results.

Next, you need to select a good greeting message. It should be contextual, i.e. relate to the situation visitor is experiencing. More contextual, targeted greetings are more likely to be clicked by visitors.

Finally, the look of the greeting should be customized. It should be similar to your website's look, making the greeting feel more authentic and genuine.

## 3. BE AWARE OF THE SITUATION

When receiving a chat from a customized greeting, you can start at various points in the customer's path on your site. You should adapt your approach to such chats using the available information. If a greeting was sent because of some kind of payment problems, you shouldn't try to convince the visitor to buy your product. The decision to buy was already made and you simply need to help finalize the payment process.

## 4. FINE-TUNE YOUR GREETINGS

There's always something to improve when it comes to greetings. Measuring the results and fine-tuning the greeting will allow you to get better conversion rates. Sometimes a small change in the firing rules or a small alteration of the greeting message can do wonders for the conversion. Try running several versions of the same greetings over the a few weeks to select the best converting properties.

### About LiveChat

LiveChat, Inc. is the owner and developer of LiveChat - a realtime, live chat software tool for ecommerce sales and support that is helping commerce companies create a new sales channel.

The company serves more than 7,000 businesses large and small, including Adobe, ING, Samsung, Tele2, Orange Telecom, Better Business Bureau and Air Asia. LiveChat products are simple to use, integrate and customize so companies can quickly start increasing sales, offering support, and monitoring the web. Founded in 2002, it has customers in over 80 countries.

For more information, visit [www.livechatinc.com](http://www.livechatinc.com).

Author: Jacob Firuta  
[j.firuta@livechatinc.com](mailto:j.firuta@livechatinc.com)  
[@JFiruta](#)