



Preparing for Live Chat & Messaging: An Overview

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Energy Circle Webinar Series

January 16, 2019

Agenda

- 1 Some Data: How Prospects Contact in 2019**
- 2 Clarifying Messaging vs Chat**
- 3 BETTER Lead Conversion/BETTER Customer Experience**
- 4 Bots Are NOT That Complicated**
- 5 How to Staff—Preparing Your Company**

Core Premise of Performance Contracting

First Touch is Critical

Most Leads are Single Measure
You are Selling Something Different
Experience Has to Be Better Right From Start

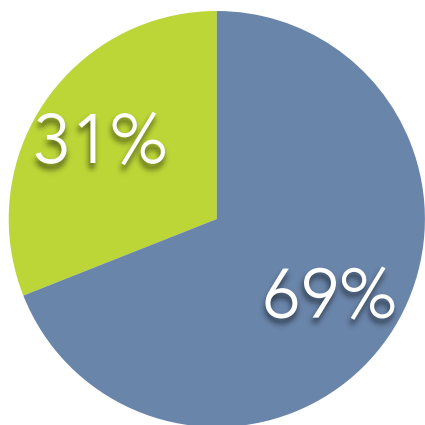
Evolving Contact Channels

1. Lead Form
2. Phone Call
3. Live Chat on Website
4. Message from Google
5. Message from Facebook Messenger
6. Bid Request from Aggregator
7. Bid Request from Google*
8. Text Message

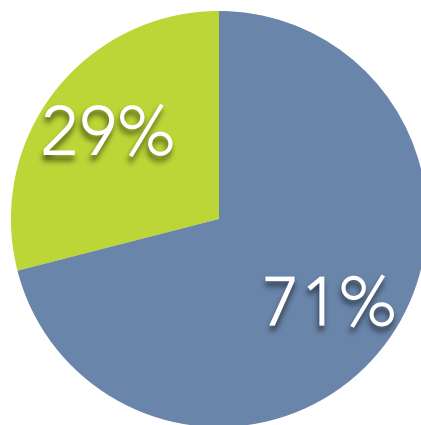


Growing Demand for Instant Gratification

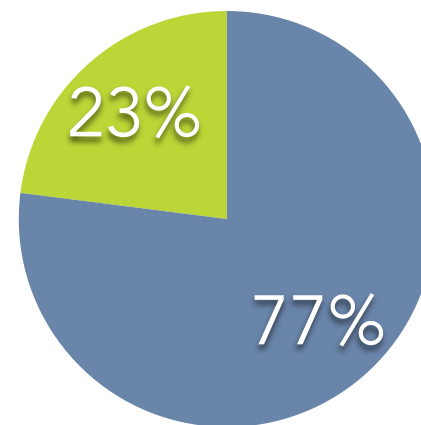
Web Forms vs Phone/Chat



2016



2017



2018

~135 Energy Circle Websites

One Contractor Example

55

Chat Sessions/Month
24% of Overall Leads



30-35%

Leads

65-70%

Questions

Understanding the Difference

Messaging

May Come from Offsite

Facebook Messenger

Google My Business

“Typical Response Time: __ Minute”

Live Chat

Direct Communication

Assumption of Quick Response

Bots First

Easily Turned On & Off

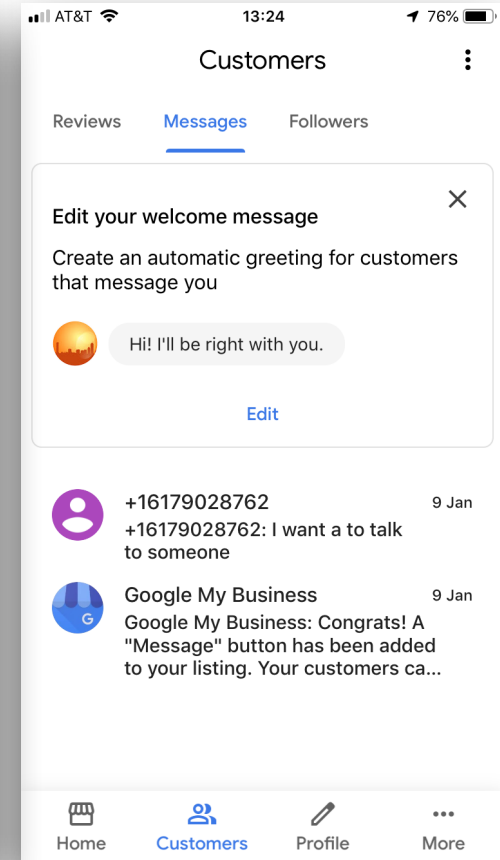
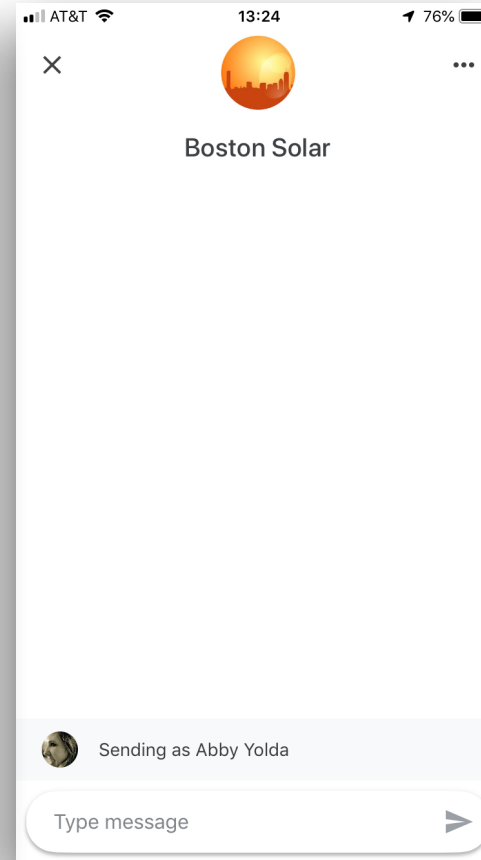
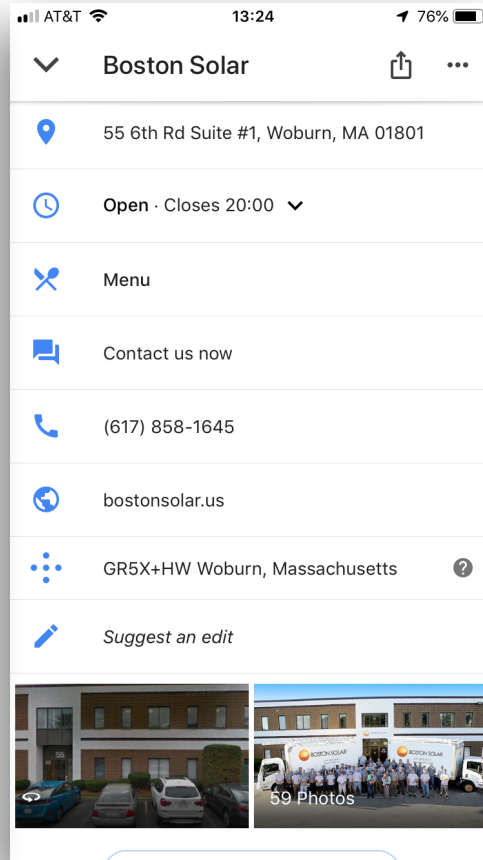
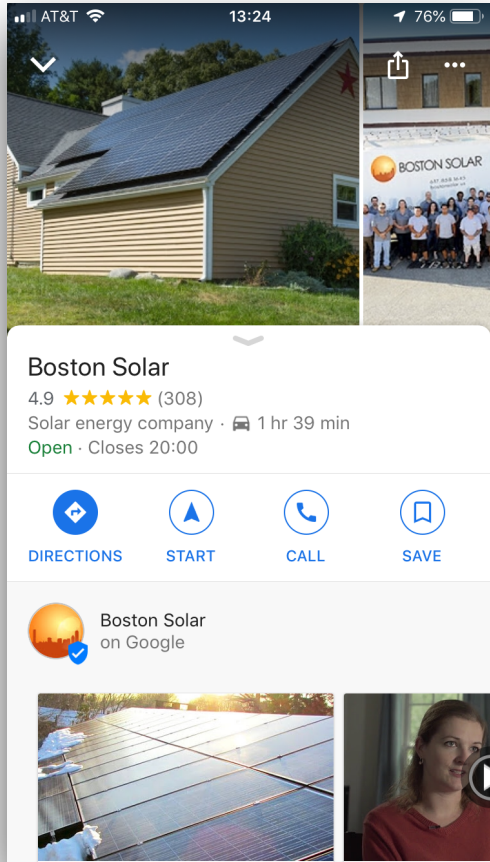
Becomes Messaging When Unstaffed

*21% of Live Chat Requests
Go Unanswered = BAD*

Facebook Messenger

The image shows a Facebook profile for Brower Mechanical. The profile picture is a circular image of a white service van with the company name and phone number. The cover photo features a white service truck with the company name and phone number (916-624-0808) on its side, set against a background of solar panels and daisies. The navigation bar at the top includes the Facebook logo, the company name, a search bar, and user options like 'Peter', 'Home', and 'Create'. A notification bell shows 26 alerts. On the left, a sidebar menu lists options: Home, About, Photos, Reviews, Videos (highlighted), Events, Welcome, Email Signup, Posts, Community, and Info and Ads. Below the cover photo, there are 'Like', 'Follow', 'Share', and 'Call' buttons. A search bar for videos is present with the text 'Search Brower Mechanical's videos'. Under the 'All Videos' section, three video thumbnails are visible: 'Brower Mechanical 2016 Solar Tax Credits' (1:00), 'End of Summer A/C Revitalization!' (0:57), and 'GoSmallSolar with Brower Mechanical!' (1:10). A Messenger chat window is overlaid on the right side, showing a conversation with Brower Mechanical. The chat includes a prompt to choose an option or type a message, followed by four buttons: 'Where are you located?', 'What are your hours?', 'Can you tell me more about your business?', and 'What services do you offer?'. At the bottom of the chat, there is a text input field 'Type a message...' and icons for attachments, GIFs, emojis, and a thumbs-up icon.

Google My Business (within Maps)





A SUPERIOR CUSTOMER EXPERIENCE?

Typical Phone/Form CTA

Mini-Splits



Brower Mechanical serves the Sacramento region, including Antelope, Elk Grove, Galt, Folsom, El Dorado Hills, Roseville, Citrus Heights, Rocklin, Auburn, Davis, Yuba City and Granite Bay with a full range HVAC and energy efficiency services. Our expert team is skilled indoor in installing, repairing, and maintaining mini splits for greater home comfort throughout the hot summer months.

Do you want to find an energy-efficient cooling solution for your Sacramento-area home? Mini splits provide a great cooling option, and can help you save on your utility bills.

These systems make a lot of sense for summers in the Sacramento, CA area.

Advantages of a mini-split system include:

- Provides both a heating and cooling solution
- Enhances comfort with balanced temperatures
- Boosts energy efficiency and allows for true zoning
- Cuts energy bills by qualifying you for a lower electricity rate

Want to make your home more comfortable?

Contact us today to cut your energy bills with a mini-split system.

916-458-5616

Name

Phone or Email

Phone

Email

Question or Comment

I'm not a robot



GET STARTED

We want you to know how appreciative we are regarding the replacement our air conditioning and heating units. Throughout the last three years the service we have received from your company has been "Superb". Your employees are

The Chat Experience

Mini-Splits



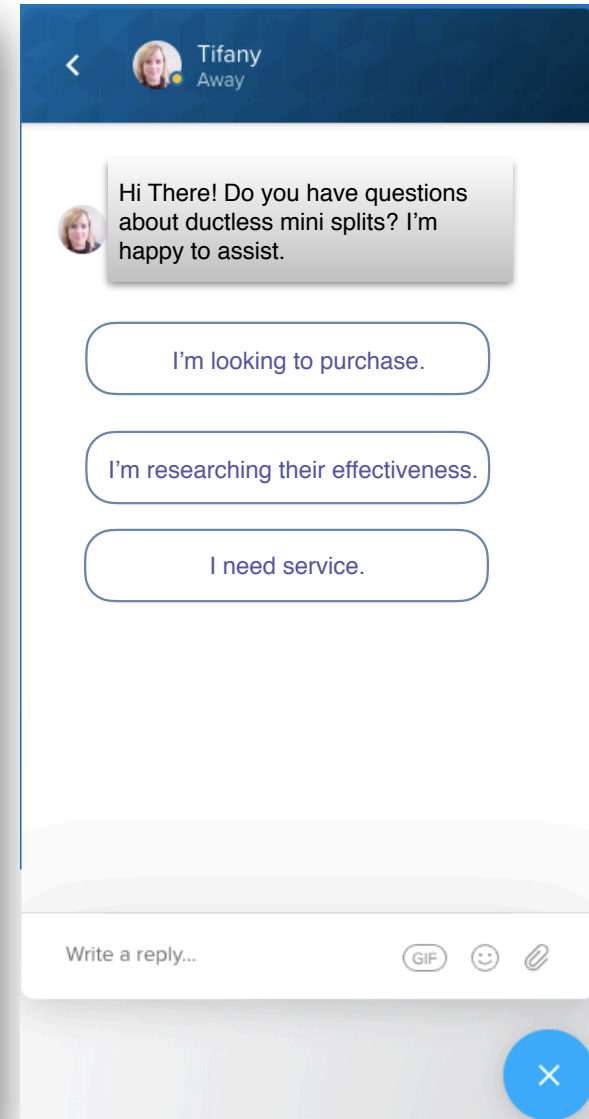
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I'm looking to purchase.

Great! They've done wonders in my house. Just a couple questions and I can find someone to help you make a decision.

What is your email?

I still have additional questions.

Live Chat

I'm researching their effectiveness.

Understood! Their incredible efficiency and ability to both heat and cool isn't always understood. Check out our Guide and Video below:

Video: In 60 Seconds: Are Ductless Mini Splits Right for Your Home?



I have questions and would like to speak with an expert.

Online Scheduler

I need service.

OK. Let me get on that right away.

Can I get your address please?

I'd like more information about cost.

Live Chat

Thinking About Staffing

Outsource Options Exist

Several EC clients have abandoned

Appointment setting only?

If more, eventually escalates to internal staff

Taking it In House

Bots can do a lot of the work

Can be ON only for peak hours

Identifying Staff

Comfortable with medium

Quick

Broad knowledge



QUESTIONS?

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