
A Guide for Buttons, Windows & Proactives

Click4Assistance offers a fully flexible, versatile and customisable solution ensuring a seamless fit with your website and business needs

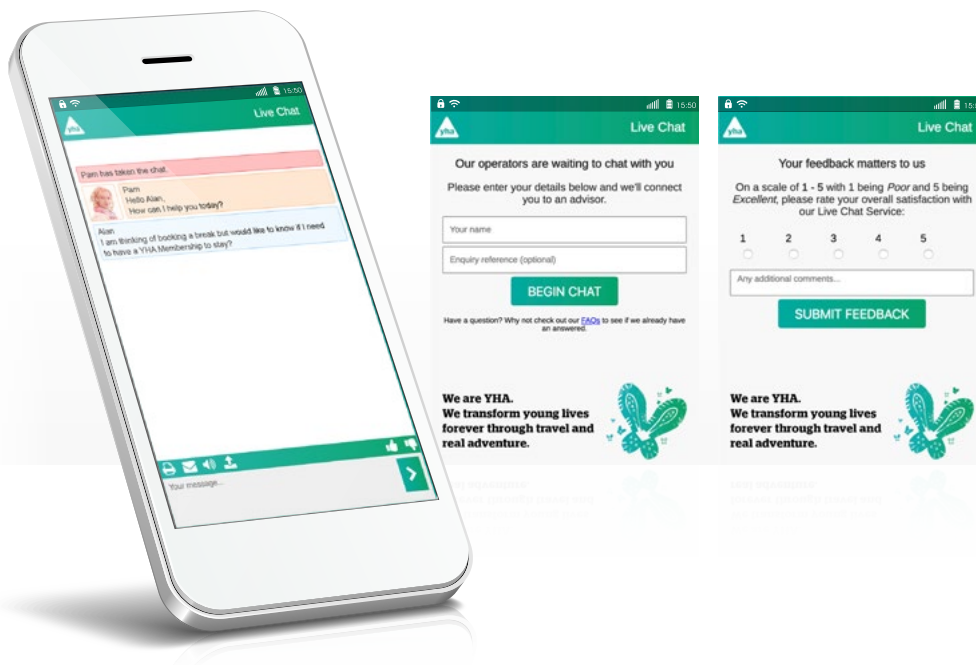
This document has been created to provide an overview of visitor facing aspects including buttons, chat windows and proactives

Converse | Monitor | Engage

A Guide for Buttons, Windows & Proactives

Click4Assistance provides complete flexibility over the different visitor facing aspects you add to your website; this includes full customisation of buttons, chat windows and proactive invitations.

This document gives a brief overview of the various types of buttons and chat windows, helping you understand the terminology used within our customisation guides and software.



Buttons

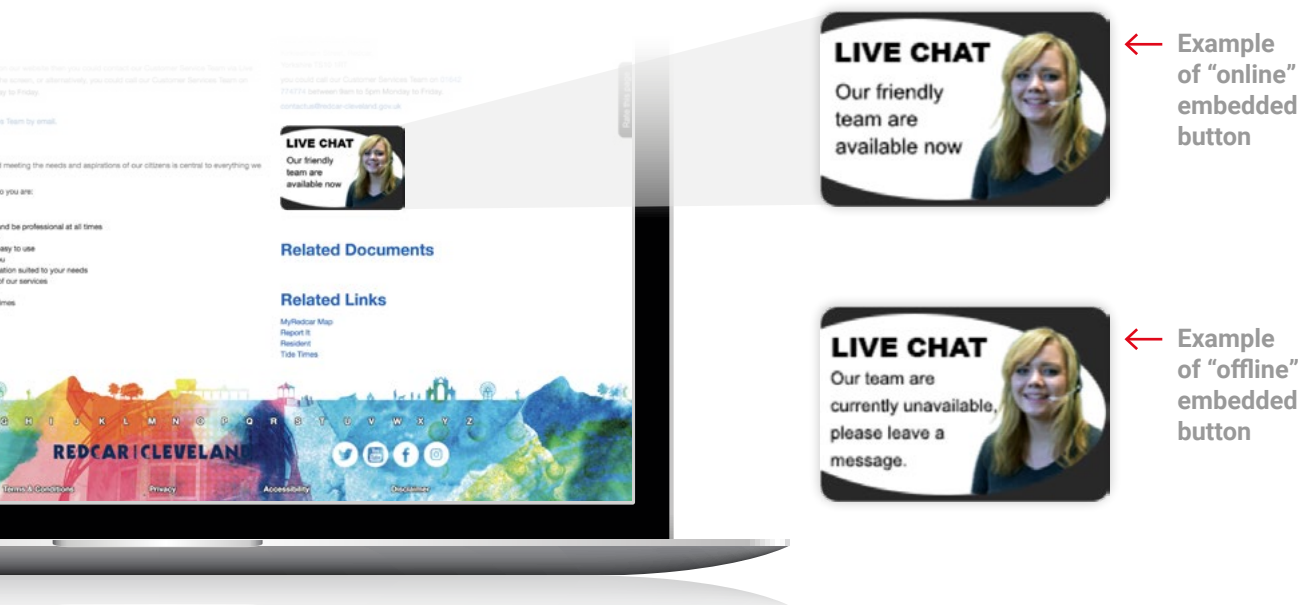
There are two different types of button which can be added to your website, an embedded and a sticky button. Each type of button is fully customisable (it's basically just an image) enabling you to choose where the button is placed on your website, as well as how it appears.

Chat buttons are normally dynamic, allowing them to show an 'online' or 'offline' image based on your operators availability status, the system will even hide the button when 'offline' should you wish.

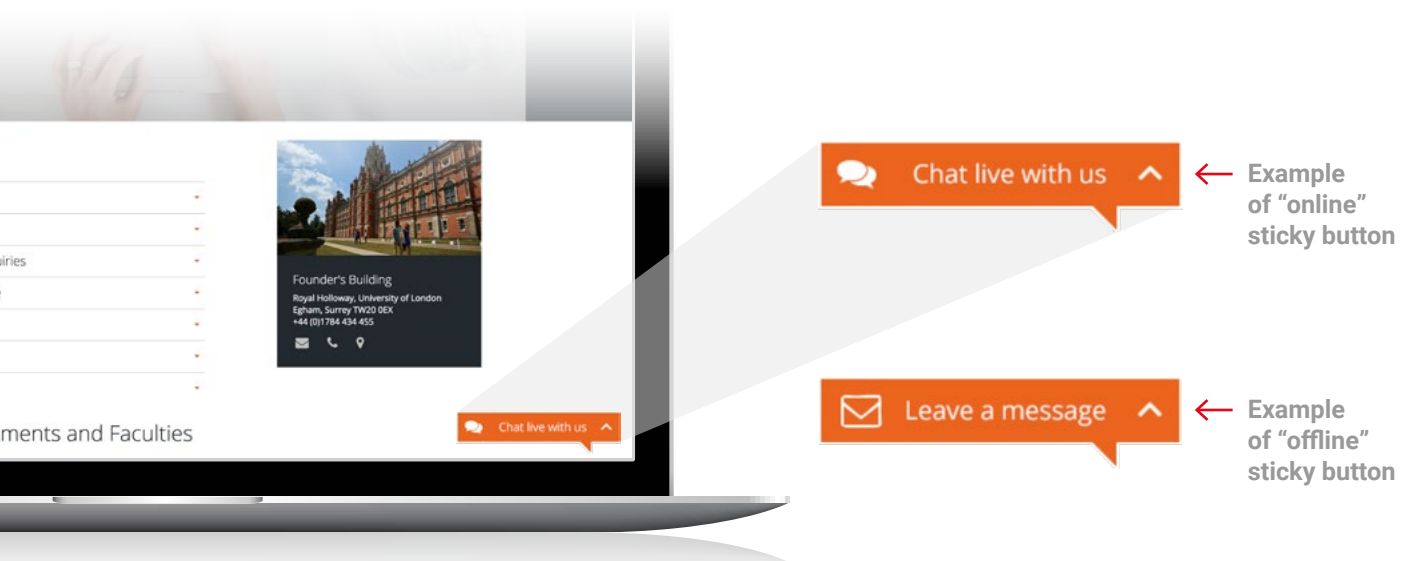


Types of Buttons:

Embedded Button - These can be added anywhere within your webpage(s), giving you complete control over its location by simply adding a small piece of HTML.



Sticky Button - 'sticks' to the bottom right of the web browser by default (although positioning can be changed within the script). When the customer is scrolling up or down the page, the button will always remain in the same position and be visible at all times.



Chat Windows

There are two different types of chat window which can be added to your website, an embedded window and a popup window. Each type have their own pro's and con's explained below:

Types of Chat Windows:

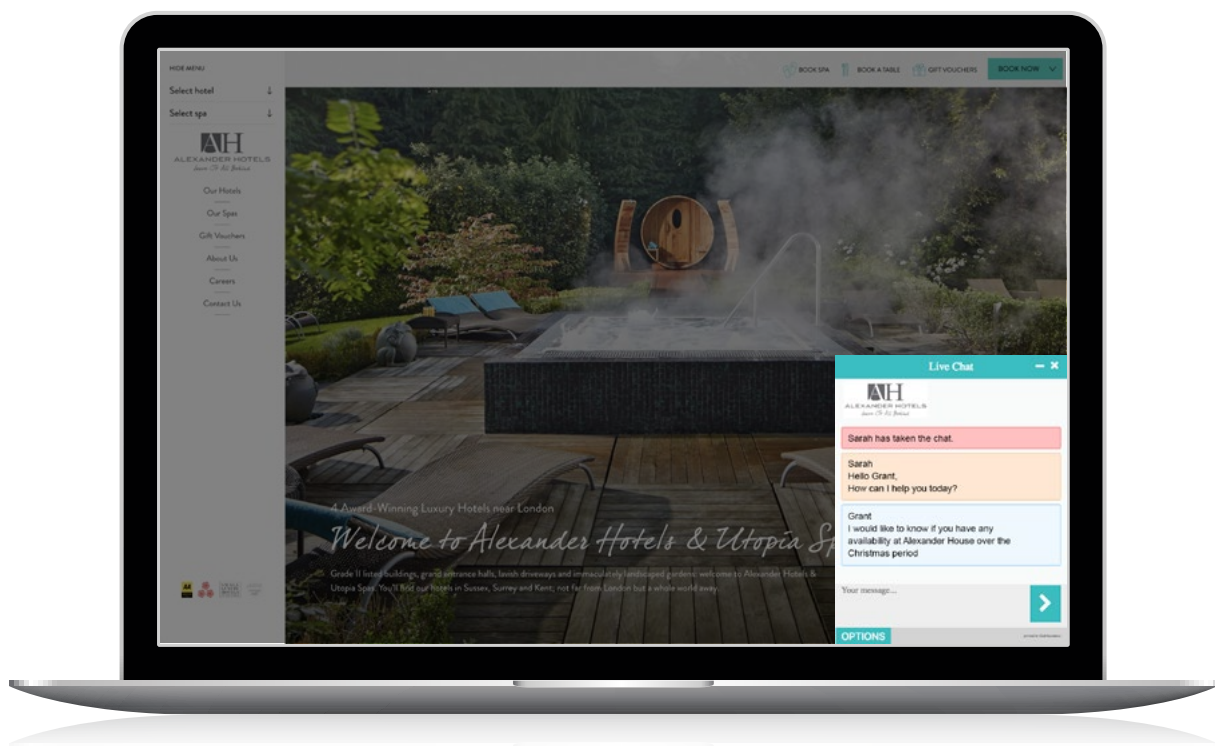
Embedded Window

Pro's

- Due to social media platforms using this type of window, your visitors will be more familiar with this type
- During a chat it remains in constant view while the website is browsed

Con's

- If the visitor closes your website or navigates to another website the chat will end
- As the embedded window is part of the webpage, its size must be taken into account to minimise impact on the website design
- The window appears in the bottom right of the webpage, therefore a "sticky" chat button should be used and located in the same position
- The window cannot be resized and remains locked in the bottom right of the browser screen
- As the window size is restricted, there is limited space for a large amount of fields



Types of Chat Windows:

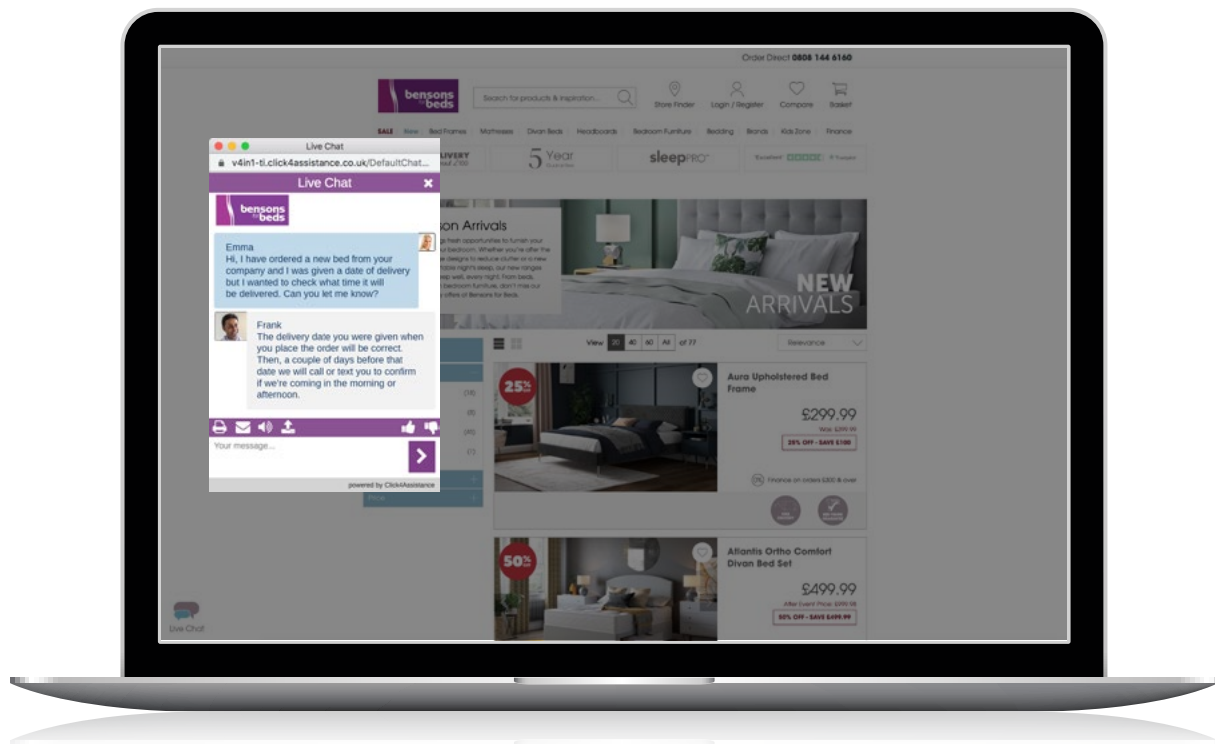
Popup Window

Pro's

- Even if the visitor closes your website or navigates to another website they still remain in the chat
- The design can be as large and elaborate as you wish; potentially you have the whole screen area to use
- Either a “sticky” or “embedded” chat button can be used and located anywhere within the webpage
- The window can be resized and moved around the visitors screen

Con's

- The window can lose focus or become hidden behind the main browser or any other application running on the visitors PC



Proactives

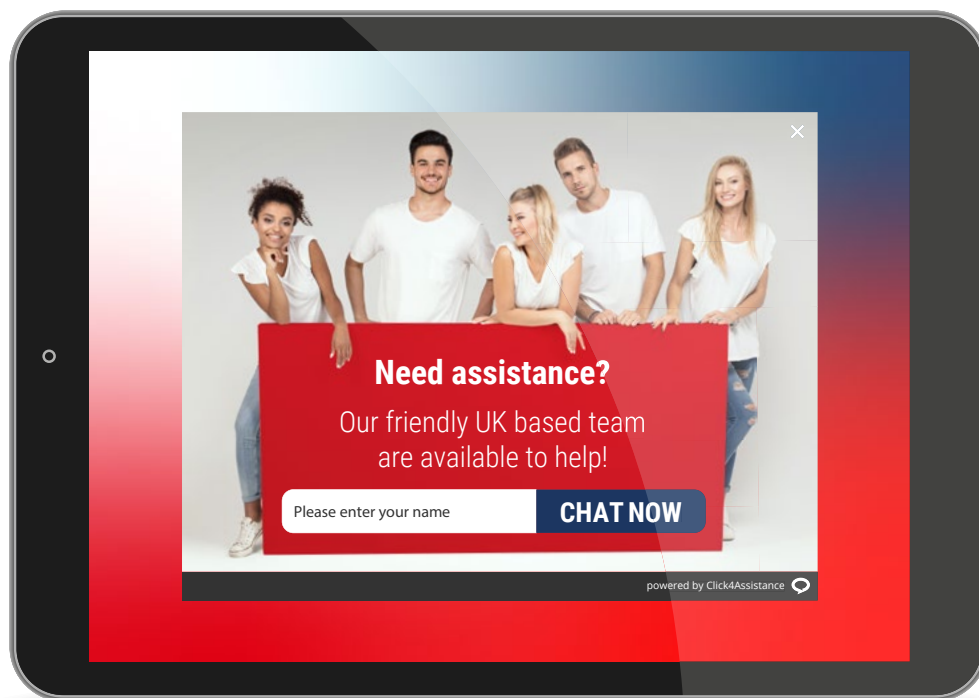
A Proactive invitation is an image which you are able to push in front of the visitors to your website.

You are able to define how, when and where the Proactive invitations appears by defining a series of rules. For example, you can set a rule to display a Proactive if a customer has been on your website for more than 30 seconds.

Proactive Experiences can be used for chat invitations, promotions, smart contact requests and Click2Call.

Chat Invite

A chat invite will ask the visitor if they would like to join a live chat with an operator, allowing them to enter their name and start a chat.



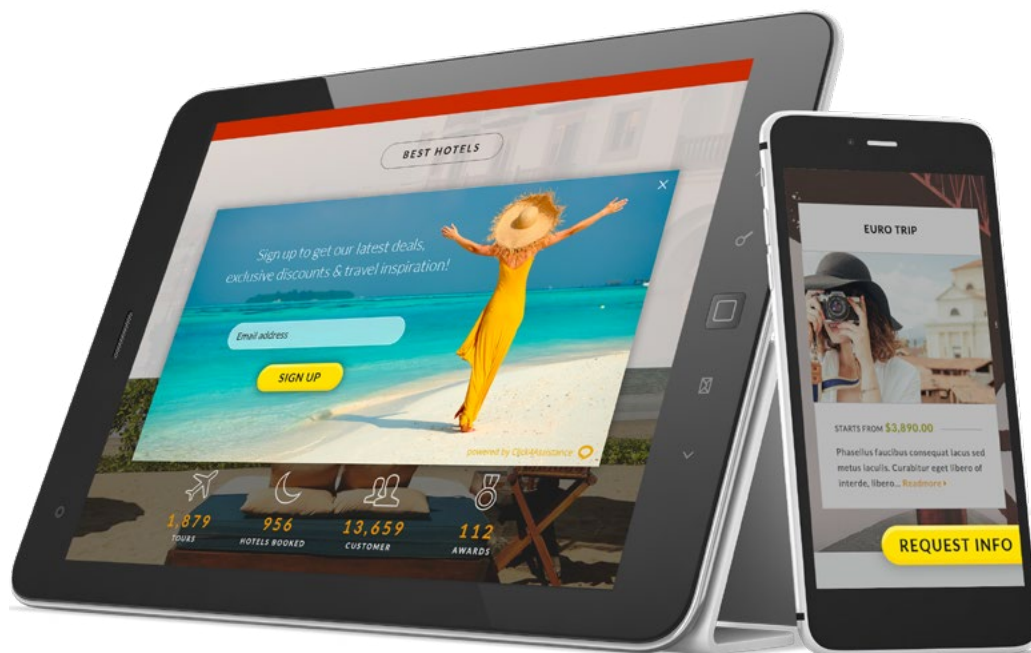
Promotion

A promotion can be used to display special offers, highlight a product or send any message you wish to display. When accepted the visitor will be taken to a specific page within the website.



smartContact

Capture visitor contact details from anywhere on your website with fully customisable forms. Often used to increase newsletter sign ups, demo bookings or information pack requests.



Click2Call

Automatically engage with visitors on your website offering a free telephone connection with a customisable invitation.



Click4Assistance offers a full design service as part of its professional services, if this is of interest or you have any questions please contact us on 0845 123 5871.

Contact Us

Sales Enquiries

0845 123 5871

+44 (0)1268 524628

theteam@click4assistance.co.uk

Support Enquiries

0845 123 5879

+44 (0)1268 280826

support@click4assistance.co.uk

Finance

0845 123 5871

+44 (0)1268 527875

finance@click4assistance.co.uk

Marketing / PR

marketing@click4assistance.co.uk

pr@click4assistance.co.uk

UK Based

Click4Assistance

11 Lords Court

Cricketers Way

Basildon

Essex, SS13 1SS

VAT Number: 970 5435 13

Company Number: 05322233

click4assistance.co.uk



Click4Assistance 