

# PROSPECTS

Assign contact information to website visitors to ensure hot prospects are identified and capitalised upon.

- ✓ **Visitor profiles** – automatically collect visitor details via sign-up forms and purchase pages or manually add them during a chat.
- ✓ **Visitor recognition** – be alerted when visitors return to your site enabling targeted proactive invitations.
- ✓ **Visitor behaviour** – track visitor behaviour including navigational patterns, conversion drivers and chat activity for a deeper level of understanding.
- ✓ **Categorisation** – categorise prospects based on conversion information.

