Mobile Compatibility

"One flexible solution that works with PC, tablet devices and mobile phones."

We researched a number of live chat options and decided to integrate with Click4Assistance because of the level of customisation. We have also generated a number of leads that may have otherwise been lost, if we had not responded to questions so quickly.

Zoe Gerrard
Customer Services Manager, 192.com

Overview

Half of all UK adults now access the internet on their mobile phone and more than 30% of webpage traffic during 2013 came from mobile phones and tablets. In the last year alone, purchases made using smartphone or tablets has grown to account for more than a third of all online sales.

With Apple and Samsung dominating the smartphone market and a plethora of tablets, it's important to cater for every available device. At Click4Assistance we understand the UK market and provide a multi-platform chat solution designed to reach more customers and generate more leads.

Chat Windows have a lot more freedom on a desktop platform. They can overlap the website and be moved around by the visitor while they browse the site. The extra space available on a desktop screen allows for a more elaborate design and greater chat functionality.

Mobiles devices offer less virtual real estate and a challenging mix of resolutions (especially with the growing popularity of hybrid mobile devices, like phablets). Internet connection is generally slower and the chat interface needs to accommodate for landscape/portrait orientation as well as a different kind of input; mainly virtual keyboard and touchscreen.

"More than 30% of webpage traffic during 2013 came from mobile phones and tablets"

How **We Deliver**

The Click4Assistance Workflow is a powerful tool that defines the flow of a visitor through the chat process, once the chat button is clicked.

By using a combination of workflows you can create chat window designs that are attractive yet functional regardless of the visitor's device, resolution or browser. Click4Assistance allows you to configure an unlimited number of workflows to deliver a tailored experience to your website's mobile visitors.

Simply add the script to your website and mobile customers will start to benefit from a cleaner, faster and more intuitive chat interface. As a UK-based business we have a friendly and expert technical team on hand to answer your questions by phone, email or chat.

>> **No Setup Costs**

>> **Quick and Easy Implementation**

>> **Unlimited Chat Window Variations**

"Mobile compatibility regardless of device, resolution or browser"

The **Solution**

Click4Assistance addresses the UK's fragmented mobile device market with a responsive solution that behaves like a liquid – adjusting to the shape of its container to ensure maximum usability. We have a wealth of experience in mobile chat design and can advise on best practice policy when customising your solution. By default, our mobile chat window opens full-screen in a separate tab, this maximises the space available but still allows the visitor to switch between chatting and browsing. See below for some mobile specific chat window design advice:

Space Ratio - We advise an approximate 80/20 rule, where your chat window displays 80% white space and 20% content. Streamline your customisation with a smaller logo, place the visitor reply area and the send button further up to make room for the user's virtual keyboard.

Reduce Functionality - The desktop chat window includes the ability to email and print the chat transcript. Consider removing these buttons from the mobile counterpart. A leaner design is more user-friendly and will improve loading time on mobile devices with a slower internet connection.

User-Friendliness - To make buttons touchscreen-friendly, Apple's iPhone recommends a size of 44 by 44 pixels while Microsoft's Windows Phone suggests a minimum of 26 pixels. At Click4Assistance we recommend larger buttons with plenty of space between them to avoid frustrating miss-taps, such as the mobile chatter hitting 'close' instead of 'send'.

"100% customisable for a consistent message across all marketing channels"

The **Potential**

Providing live chat for mobile customers is not an inconvenient obstacle that needs to be overcome – it is an opportunity that needs seizing. Mobile devices have highly specific built-in functionality that can be leveraged to cross-sell, collect visitor information and enhance the mobile chat experience.

The only limit to Click4Assistance's mobile potential is your innovation. Here are five examples of how to integrate with your multi-mobile audience.

Fetch-Data - Ask for the visitor's permission to fetch their details from Facebook, LinkedIn or other popular apps to quickly gather name, email or contact number. This can help expedite the visitor's chat session.

Share Contacts - Push contact numbers to your mobile visitor; most smartphones will identify the digits as a phone number and give the visitor the option to call, save or copy them.

Cross-Sell - Mobile live chat is an excellent opportunity for contextual cross-selling. Promote your organisation's app with a direct download link and offer mobile chat exclusive discounts.

Mobile-Specific Technology - Make full use of unique mobile technologies, like geo-location, QR codes and NFC (Near Field Communication). Imagine being able to direct website visitors in real-time to your nearest branch through mobile live chat!

"Leverage mobile-exclusive functionality with bespoke development"

Professional **Services**

Click4Assistance has been providing live chat technology to SME and corporate organisation for over a decade. Our knowledgeable UK-based team is available to implement your mobile chat solution, provide quality support and offer best practice advice. We build long-lasting relationships, pursue client-driven development and perform on-going research to ensure compatibility with the latest mobile technology.

As the UK live chat authority we also offer a wide range of professional services to get the most out of your mobile audience, including consultation, mobile chat design, configuration/optimisation, and in-depth analysis of mobile visitors' behaviour and interaction.