

# BOLDCHAT® White Paper



**Live Chat Solutions**  
Five Ways Bold Software  
is Different



## Highlights

- Thousands of customers, worldwide
- Guaranteed 99.95% uptime
- The industry's best value
- Fully deploys in days
- 24/7 support
- Proven installs across vertical markets

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## What Makes Us Different than Other Live Chat Providers?

The market for live chat software can be confusing; there's a long list of providers and even longer lists of features. Among the companies that have an established history in the marketplace, there's a secret many companies are afraid to tell. The fact is this: you won't find much product differentiation between us – we all provide essentially the same thing.

The factors that make us different than other live chat providers aren't specific features we offer that the other guys don't. What makes us different is how we provide those features, the support we give our customers, our focus, our research, and the value you get for your money.

## Here are five reasons why going with Bold Software is the smart choice.

### #1: Customer Service

We offer high-touch technical support through a variety of contact methods to all customers – even those in trial. Live chat is available 24 hours a day, 7 days a week, 365 days a year. Live chat interactions are overwhelmingly positive with our operators achieving an overall satisfaction rating of 4.6 out of 5.



In our annual customer satisfaction survey, we received impressive rankings across all support channels:

- 96% of customers rate our support as being good or excellent.
- 75% of customers who've experienced support from another live chat provider rate Bold Software's support as being better – 80% of eCommerce customers with previous experience say the same.
- 70% of customers using the phone for support gave our staff the highest ranking possible for both professionalism and knowledge.

### Here's what some of our customers had to say:

*"Each time I have contacted Bold Software's support, the interaction has been extremely professional and productive."*

*"Fast, professional, and to the point. No sales gimmicks, just direct answers."*

*"This is an amazing tool backed by an amazing support staff."*

Support isn't just problem resolution to us – it's about making our customers successful. We receive high rankings from our customers not simply because we're available, responsive, and knowledgeable, but because we're focused on helping our customers to accomplish business goals.

Further evidence of this commitment is the fact that every major product release we develop includes features, functions, and/or UI components specifically requested by customers.

## #2: Research & Best Practices

Nobody invests more time and money in understanding the role live chat can play for your business than Bold Software. Our annual survey with Internet shoppers, our deep dive ROI case studies and our statistical benchmarking are all proof positive that the people behind Bold Software understand that you can't just take our word for it, you need proof that live chat works.

Frequent quantitative and qualitative efforts have enabled us to develop a pool of intellectual capital from the perspective of both Internet shoppers and from the community of companies that rely on live chat technology. The knowledge we've gained about our customers and their end users has translated into tangible benefits for the market at large, but especially for our customers.

### Product Features:

Besides feedback from our customers, our research has a direct impact on our product roadmap. For example, the Effectiveness of Live Chat Technology report has driven several changes to our proactive rules engine, and a recent customer survey which highlighted the importance of canned messages resulted in a new "Canned Message Summary" report.

### Structured Professional Services:

These offerings are aimed at empowering clients to take charge of their live chat implementations and depend heavily on optimization around known benchmarks.



### Whitepapers, Case Studies, Reports:

We regularly produce high-quality content meant to document best practices, share success stories, and provide analytics to augment the live chat deployment of our customers.

From multiple perspectives we actively pursue knowledge that helps businesses drive results from live chat technology. We take what we know and turn that into consumable best practices and product distinctiveness.

## #3: Ecommerce Expertise

Year after year, more of the world's largest eCommerce brands place their trust in us, and for two consecutive years, Bold Software has been named one of the top 3 providers of live chat to the Internet Retailer Top 500. Discriminating firms with highly trafficked sites such as PC Connection, The North Face, Bidz.com, Build.com, The WWE, Dean & DeLuca, and thousands of others rely on the stability and exhibility of our product offerings as well as the domain expertise afforded to us by servicing such a prominent community of online merchants.

**AutoAnything™**

**FansEdge®**

**bidz®**  
Brand Name & Jewelry Auctions

**THE NORTH FACE®**

**build.com**

**ApplianceZone.com**  
Appliance Parts And Accessories

eCommerce firms appreciate that Bold Software products are hosted in a SAS-70 compliant Tier 1 data-center. The infrastructure is fully redundant which allows us to offer an uptime guarantee of 99.95%, though we routinely achieve a 99.99% uptime. Our uptime guarantee includes provisions allowing customers to receive financial credit if we fail to meet it. While many competitors use the language of an uptime guarantee, they fail to include such claw-back mechanisms.

The seasonality inherent for Internet retailers is accommodated by our licensing model which enables customers the flexibility to scale up and down as their businesses require. Access to the system is equally flexible – agents can use the PC-based client, the web-based client, or even our iPhone application.

One of the most significant differences between us and the other market leaders is philosophical, and greatly valued by eCommerce firms. In order to tailor your implementation - create new proactive rules, for example, other live chat providers are more likely to accomplish that through a paid services engagement with your company. We've built into our product the tools you'll need to move at Internet speed and make these changes yourself. If you want to "own" your live chat implementation and build competitive advantage around its optimization, then Bold Software is your best choice.

#### #4: Focus On Agent Optimization

One of the most significant findings our research has revealed is that the key to a successful live chat implementation is far more dependent on the human element than the technical one. Live chat conversions happen because of the agents first, and the software they use second.

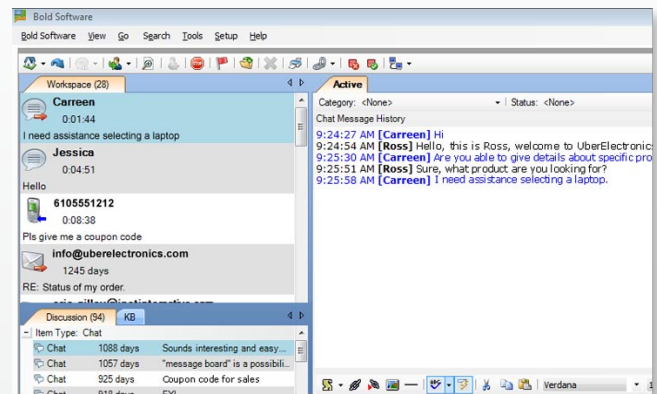
Bold Software knows this, fields research to find out more, and then closes the loop by integrating our knowledge into our product and services offerings. Here are just a few of the ways we help companies to maximize the efficiency and efficacy of the human side of chat:

#### Agent Workspace:

Because the most important part of your chat implementation are the people behind it, the agents, we strive to add features which will help them optimize their performance intuitively. With the Agent Workspace, we've added an integrated queue system which gives chat operators a broad view of all tasks. The most time-sensitive issues are prioritized and they can access all the tools they need from a single area.

#### Adaptive Messaging™:

Product and services knowledge is the most important determinant of a chat session's success or failure. Adaptive Messaging, by way of a proprietary natural language processing algorithm, ensures that the most appropriate canned response is at the agent's fingertips. Triggered by



incoming messages from the visitor, outgoing responses by the agent, and/or targeted keywords highlighted by the agent, Adaptive Messaging queries, in real time, the entire library of canned responses and presents the agent with the best matches. Adaptive Messaging gets smarter over time because it tracks the chosen message for each query and stores it across the entire account.

#### Ongoing Learning Opportunities:

We continually uncover new and better ways to utilize our technology. Knowledge is packaged and distributed to our customers through a wide variety of methods including the monthly 'Tips and Tricks' email, the 'HomeTab' (our product- integrated repository), video tutorials, and our regular webinar series, "Getting More out of Bold Software."

#### Reporting:

A robust reporting engine enables administrators to identify superlative performance and training opportunities quickly and automatically.

#### #5: Value

For the money, we believe we have the most robust feature-set available and our licensing requires no set-up fees and no long term commitments either. Depending on your needs, your site's traffic, the size of your implementation, and the features you want, our chat-only offerings start at just \$9 per operator. Products are available at both lower and higher price points depending on a wide variety of factors, but we're confident that you won't find a better value in live chat.

While today we serve global companies and high-traffic eCommerce domains alike, we built our company with the help of the small-to medium-sized business. In return, those entrepreneurs helped hone our product feature-set. We remain dedicated to making live chat accessible to the widest audience we can because the feedback we receive from a large base of active users helps improve our product, our company, and our entire customer base. That is why, among the market leaders, our pricing is the most competitive there is.

## BOLD SOFTWARE

Bold Software products are used by over 9,000 websites in more than 70 countries - in both Enterprise and Small/Medium businesses. Bold Software was the first to offer an uptime guarantee of 99.95%.

Implement live chat or click-to-call in minutes, and begin connecting with customers immediately.

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Learn more about our company at [www.BoldSoftware.com](http://www.BoldSoftware.com). Chat with us, start a trial or request any of the following information at [www.BoldChat.com](http://www.BoldChat.com).

- Salesforce Integration Module Datasheet
- Live Chat Buyer's Guide:  
10 Questions to Ask Any Provider
- Live Chat Effectiveness Research
- Live Chat's New ROI: The Return on Invitations
- And more...