

Black Friday Campaign Guide

CHAT EDITION

Create an amazing holiday shopping experience with Chat Commerce! Your customers can chat with your business as they do with their best friend, parents, spouse or partner.

Call centers and long hold times are out, and Chat is in!

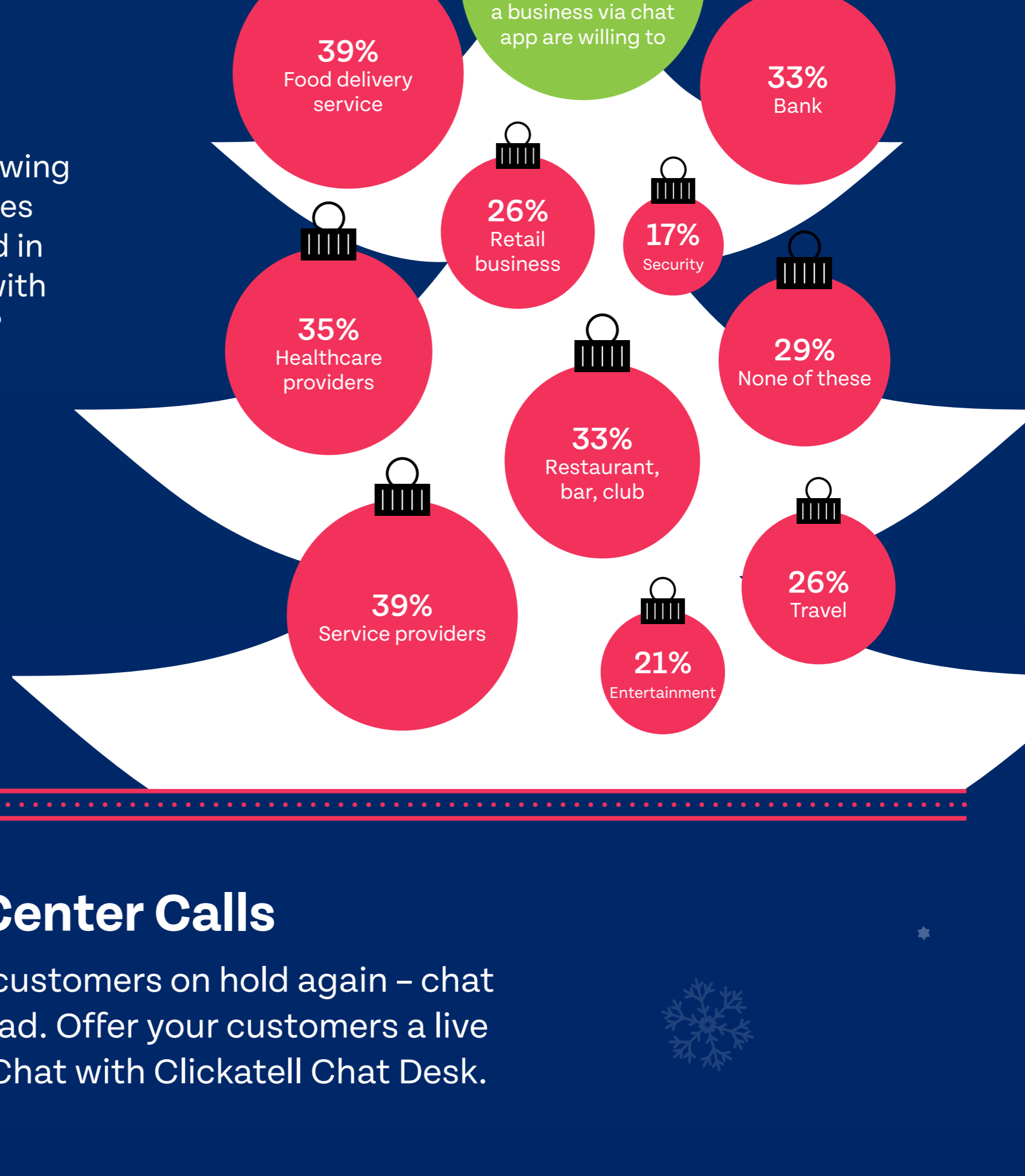
This guide will show you how easy it is to implement Clickatell's Chat solutions.

6 Tips to deliver a great customer experience through Chat:

1 Chat with Your Customers

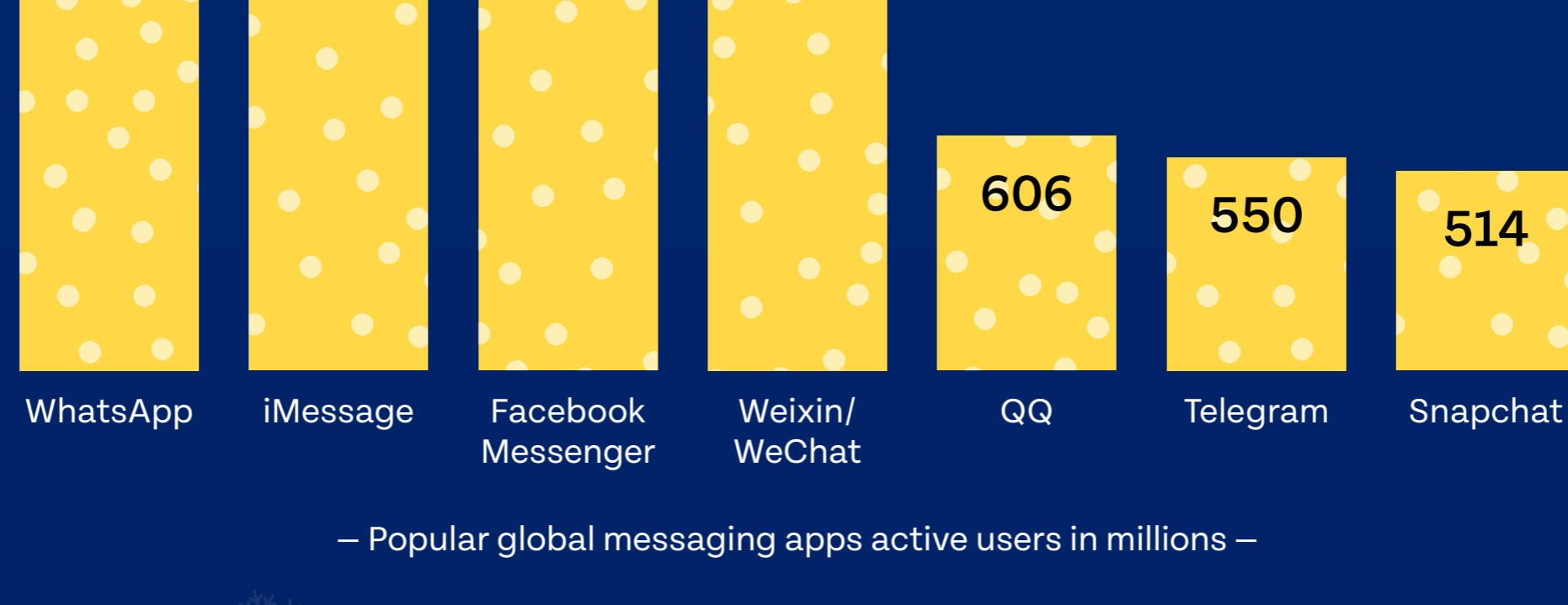
Track orders, access digital store cards, locate your store, and offer FAQs through chat.

Which of the following types of businesses are you interested in communicating with using a chat app?



2 Stop Call Center Calls

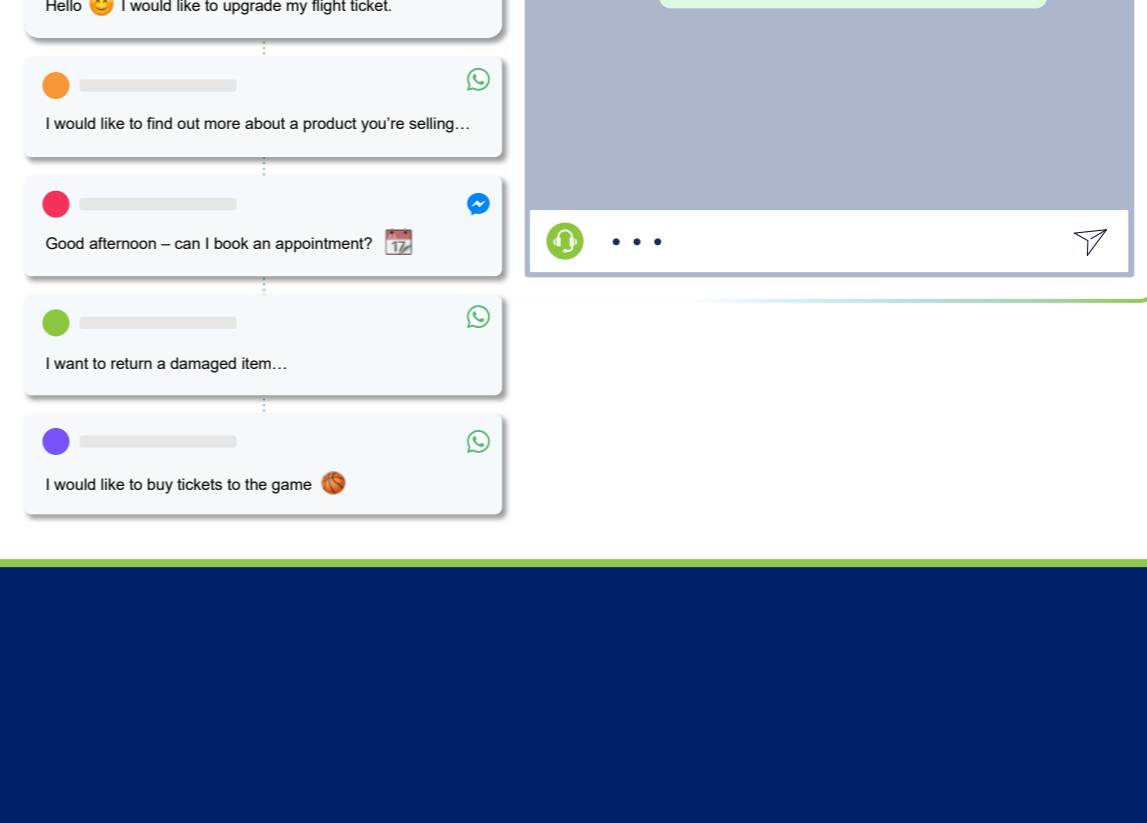
Never put your customers on hold again – chat with them instead. Offer your customers a live agent through Chat with Clickatell Chat Desk.



– Popular global messaging apps active users in millions –

Chat Desk

Clickatell's Chat Desk enables live agents to communicate with customers via chat, helping them to manage conversations, track tickets and save chat histories.

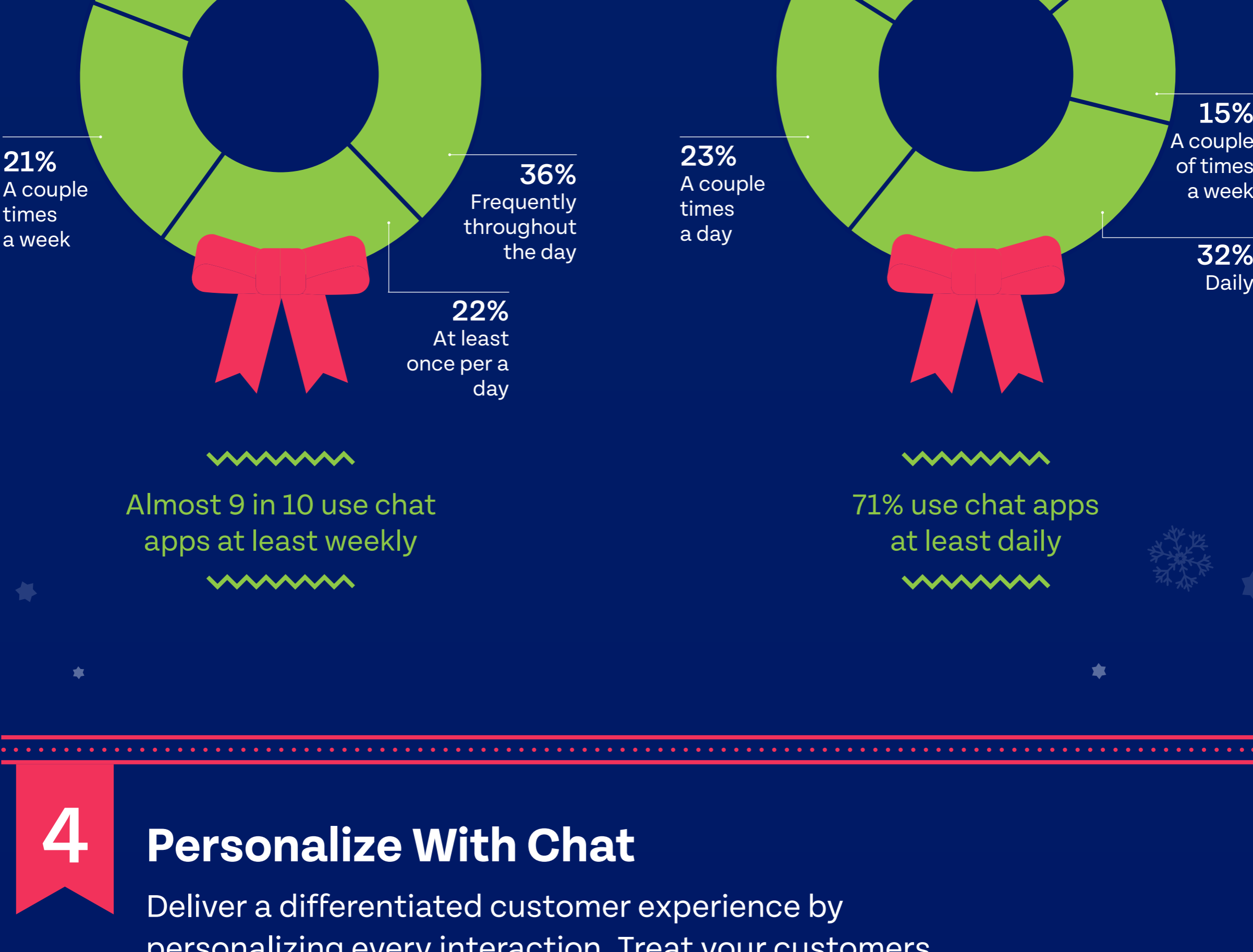


3 Find Your Consumers Where They Are – Chat

Shopping, purchasing, chatting with an agent, can all be done with the same experience as chatting with your parents, friends or partner.

How often do you use chat apps?

How frequently do you typically use chat apps?



4 Personalize With Chat

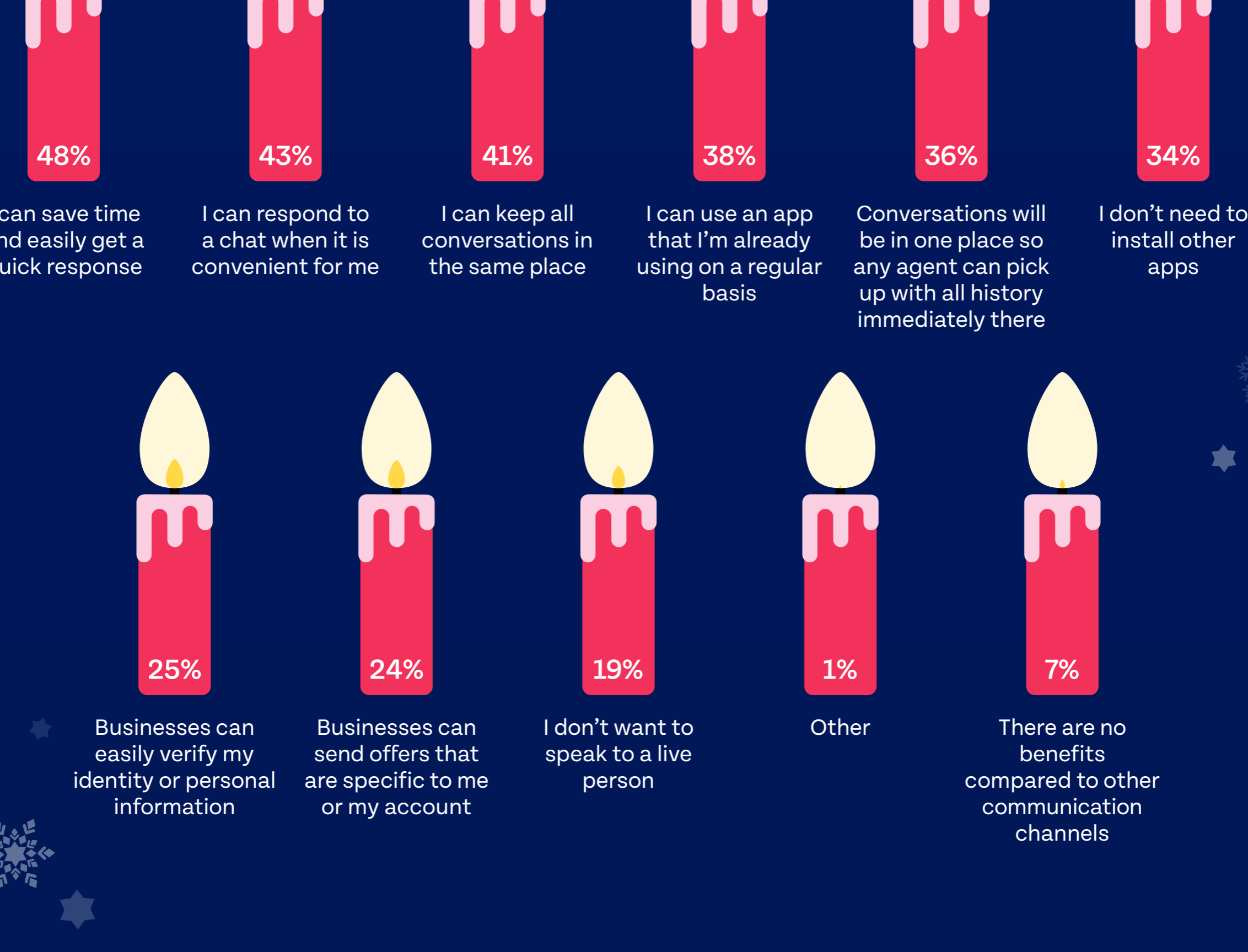
Deliver a differentiated customer experience by personalizing every interaction. Treat your customers as individuals with individual needs in their channel of choice – Chat.

Consumers want to ask questions and check an order status with a retail store.



5 Always On – 24x7x365

Save time, chat live with an agent, come back to a chat when it's convenient for you, resolve issues quickly, no dropped calls or long hold times to speak to a live agent. 93% of consumers report there are benefits to communicating with a business in chat.



Chat Flow

Visually create engaging chat experiences and deploy them across multiple channels. Rapidly prototype and launch your new products and services to impress your customers.



6 Buy Buy Buy

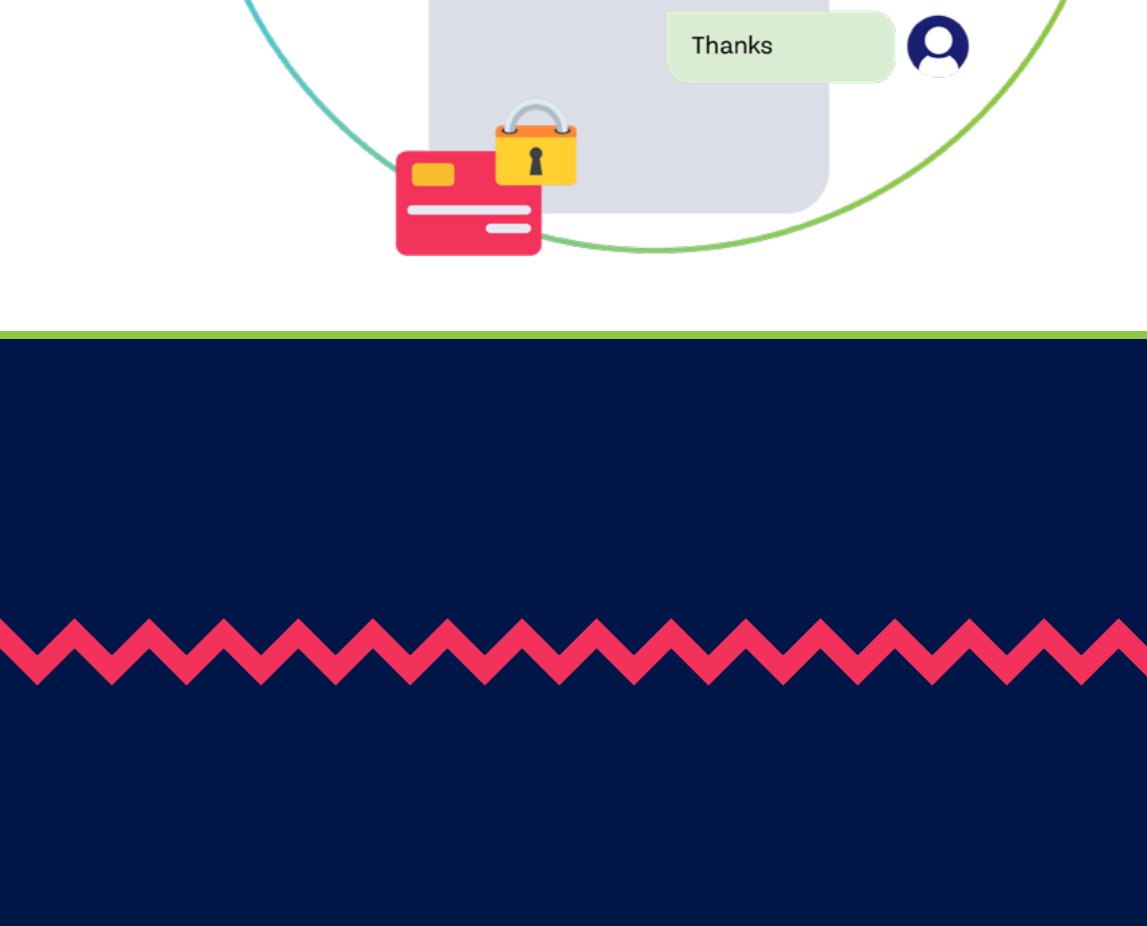
Engage with you consumers and conduct seamless transactions, in their channel of choice – Chat. 77% of consumers are open to making a purchase using a chat app.

Would you be comfortable making a purchase using a chat app?



Chat 2 Pay

Clickatell's Chat 2 Pay™ let's you deliver a new way to accept payments from your customers, by using chat messaging rather than having them disclose credit card details over the phone or having to use a point-of-sale device.



At Clickatell, we believe in creating a better world through technology and have democratized commerce in chat to make it accessible for everyone, everywhere.

More information about the company can be found at clickatell.com.