AIRSHIP
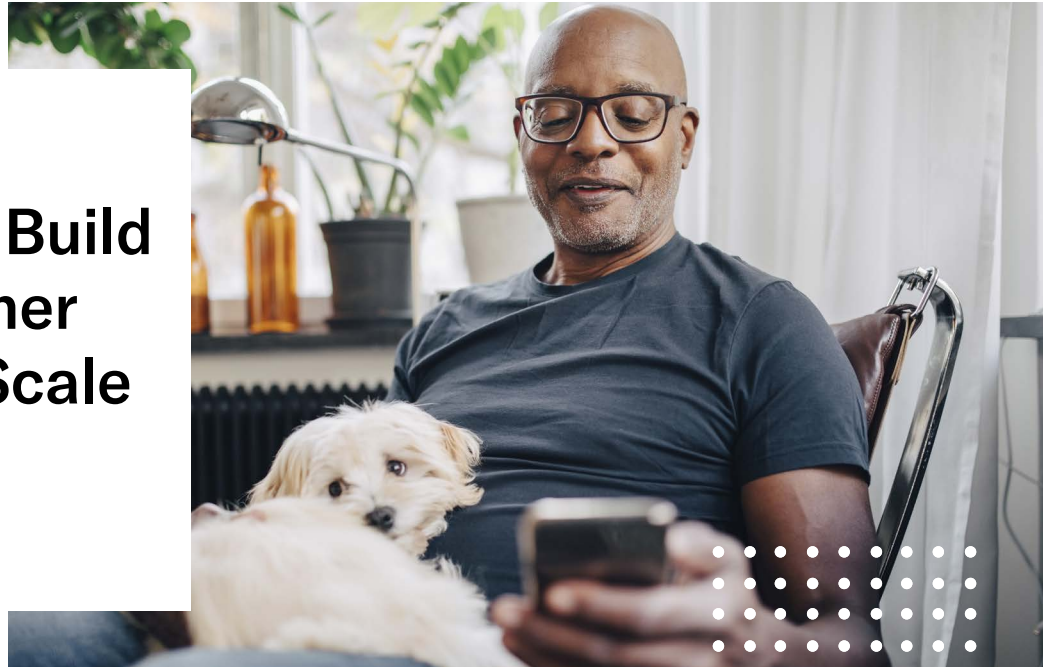
# Live In-App Chat: Build Real-Time Customer Relationships at Scale

Start Creating Meaningful Conversations

Brands today can create many engaging opportunities across mobile channels, but these are usually one-way experiences. Customers face a complicated process of emailing or calling helplines if they have questions or want more information, and brands are missing out on the opportunity to have a real conversation with their customers when it matters most.

A SINGLE PLATFORM TO BUILD CUSTOMER RELATIONSHIPS

With Airship Live In-App Chat, brands can now create two-way, real-time conversations with customers within the mobile app – providing a truly one-to-one experience that increases engagement and drives conversions. These conversations can be triggered from any Airship channel, such as push notifications, email or the mobile wallet, to help you reach and engage customers wherever they are at.

- **PERSONALIZED CONVERSATIONS:** Convert leads into customers with in-the-moment, personalized conversations with your sales or support teams.

- **REAL-TIME INTERACTIONS:** Trigger relevant conversations based on customer behavior, or deep link to a chat from any existing marketing channel to increase engagement.
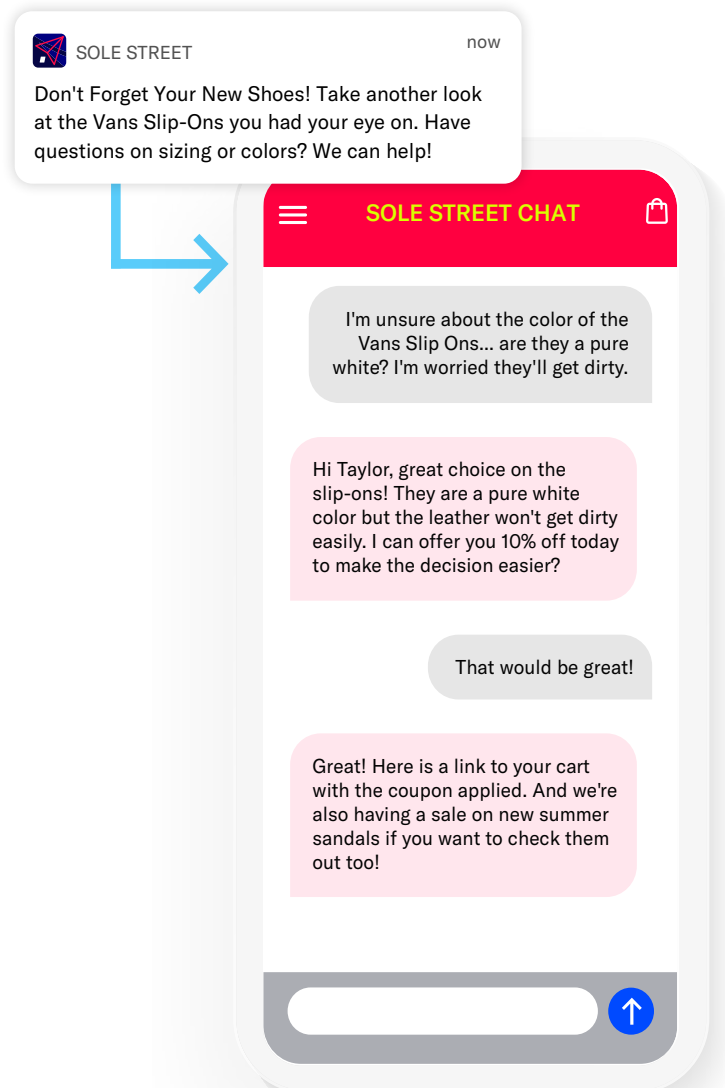
KEY FEATURES

- **Live Chat Manager:** Create and manage one-to-one conversations with an easy to use, centralized UI for your sales and support teams.

- **Personalization:** Use your existing customer data to personalize conversations based on customer preferences, attributes and behaviors.

- **Automation:** Trigger a chat opportunity based on custom events, such as location or purchase behaviors.

- **Message Templates:** Scale common conversations with templates that can be easily personalized.

- **Auto Responses:** Automate responses to common questions to increase productivity.

- **Deep Linking:** Launch a live in-app chat from any existing channel.

- **Airship Journeys:** Trigger live chats from an Airship Journey to drive towards business goals such as repeat purchase, abandoned cart recovery or loyalty sign up.

GROW CUSTOMER LIFETIME VALUE

Creating opportunities for real-time chat experiences can increase engagement, conversions and loyalty across the customer journey.

- **Acquire:** Send a push notification or in-app message that opens an in-app chat with a customized or time-sensitive discount.

- **Retain:** Create a deep link from a mobile wallet for customers to chat with support about their order status. Trigger a chat opportunity for curbside pickup information when the customer gets close to a store location.

- **Grow:** Send a post-purchase push notification that opens in-app chat to get customers signed up for the loyalty program or upgrade their subscription.

CONTACT US: Interested in learning more about Live In-App Chat? Contact us today to get a demo.

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