



Chatting with a Visitor

Help Documentation

Chatting with Who's On Visitors

SmarterTrack's Who's On feature gives agents the ability to see who is browsing the company portal and/or any website that contains the Who's On tracking code. On occasion, an agent may want to chat with one of these visitors. There are various reasons why initiating a chat with a visitor might be beneficial. For example, an agent evaluating the Who's On summary may notice that the pages viewed by the visitor indicate an interest in a specific product or service the company offers. By inviting the customer to chat, the agent has the opportunity to answer questions in real time. When used in conjunction with live chat, Who's On can help increase conversions and expedite customer service.

When a visitor receives a live chat invitation, the live chat will not begin until the user accepts the chat with their reply. At that point, a live chat will be assigned to the agent who invited the visitor, despite the agent's availability or active group status.

To initiate a live chat with a user, log into the management interface with your agent account. Then click on the Who's On icon . Select the user from the list of visitors, then click the Actions menu in the content pane toolbar to select Invite to Live Chat . (Alternatively, a visitor can be invited to chat by clicking on their pin from the density map.) A Live Chat Invitation modal window will display the following:

- Recipient - The site visitor who will receive the live chat invitation. Based on the information available, this field will display the visitor's account display name, username, email address or IP address.
- Groups - The group to which the live chat will be assigned. The groups displayed in this list are only those whose department has live chat enabled.
- Message - In this field, enter the message the visitor will see in the chat window. Variables may be included in order to customize the message based on the visitor's information. In the list of variables, the visitor's corresponding value will be displayed. Enter a variable in the correct format (surrounding by the pound sign, ex: #browser#) in the Message textbox to display its corresponding value in the Message Preview box, which is what will be displayed to the visitor. If no information for the variable is available, it will not be shown in the Message Preview.

The live chat's styling will match the live chat link that is used for the site the visitor is currently on. In the event where a live chat link has not been added to the website where Who's On tracking has been configured, a live chat window using the default styling and button-type chat window will be shown. Note: Invitations to chat are automatically ignored and removed from the visitor's screen after 2 minutes of being viewed and unresponded to by the end user.

For more information about Who's On, please see [Who's On Overview](#) . For more information about live chat, see [Live Chats Overview](#) .