



Live Chat Software and Service

upCHAT™, a product of Fair Marketing, provides live chat services to customers that include, Home Improvement businesses, Auto Dealerships, Dentists, Plastic Surgeons, Plumbers, HVAC businesses, Gold and precious metals sellers, Real Estate Agents, Driving schools, Educational Institutions, Glass Repair businesses, Pest Control businesses, and many, many more.

The goal of upCHAT™ is to generate more web leads from existing web visitors that land on a businesses' site. Many consumers do online shopping from work or when they are not close to a telephone. Chat is an ideal way for them to initiate contact with the business. On the average our customers report a 35+% increase in leads after adding chat to their website; however some advertisers have even reported 80% more leads after chat. Chat is easier to initiate than a telephone call and increases website engagement during the critical comparison-shopping and vendor selection phase.

A large majority of online advertisers don't have the operational capacity to conduct their own chat operation successfully. upCHAT™ offers a complete turnkey solution to these advertisers with the sole purpose of improving the return on their advertising dollars.

What makes upCHAT™ different

1. Call Connect Feature: After enabling initial contact through chat our platform allows our agents to seamlessly connect the visitor to the business by phone. This results in improved conversion and user experience.

2. SMS/Text Communications: A visitor to the Advertiser's website can communicate with our agents via text mode making it even more likely that they will start a dialog with our Chat Representatives.

3. Exit Pop-Up: A new invitation to chat can appear with when a visitor is about to exit the website. This invitation can be activated if the visitor has not already started a chat and his/her computer mouse hovers near the tool bar/X on the top of the current window.

4. We provide both Live Chat Software and Service: Unlike most chat companies, that either provide just software or just service via the use of another company's software, we have our own software platform and employ our own agents who are able to chat with visitors in English and Spanish. This enables us to innovate and respond to our customer's needs much faster. This also results in greater cost saving for our customers and partners.

5. Pay for Performance pricing: Our customer's only pay for leads they receive. We will never charge an ongoing retainer for the software or surprise you with hidden fees.

6. Customized for each Advertiser: Our platform allows us to highly customize the chats for each advertiser through custom scripts that we develop for each advertiser.

7. Ability to interface with partner systems: We allow our partners to pull/push data from/to our system. This means customers can automatically provision accounts in our system, pause restart chat campaigns, and pull visitor, chat, lead and transcript information from our system.

8. Focus on Online Advertisers: Our primary goal is to improve conversion for businesses that market or advertise online. Our chat product and service is developed with this in mind. Our product/service is not for customers that want to use chat for customer support.

9. CRM Integration: Chat lead information can automatically populate many of the popular and industry specific CRM systems.

10. Industry Expertise: We have conducted millions of chats for businesses in different vertical areas, including legal services, in-home services, medical services, etc. We have significant insight into what works and have developed script templates for each vertical business area allowing us to reuse this intelligence when setting up new customers.