Business Chat
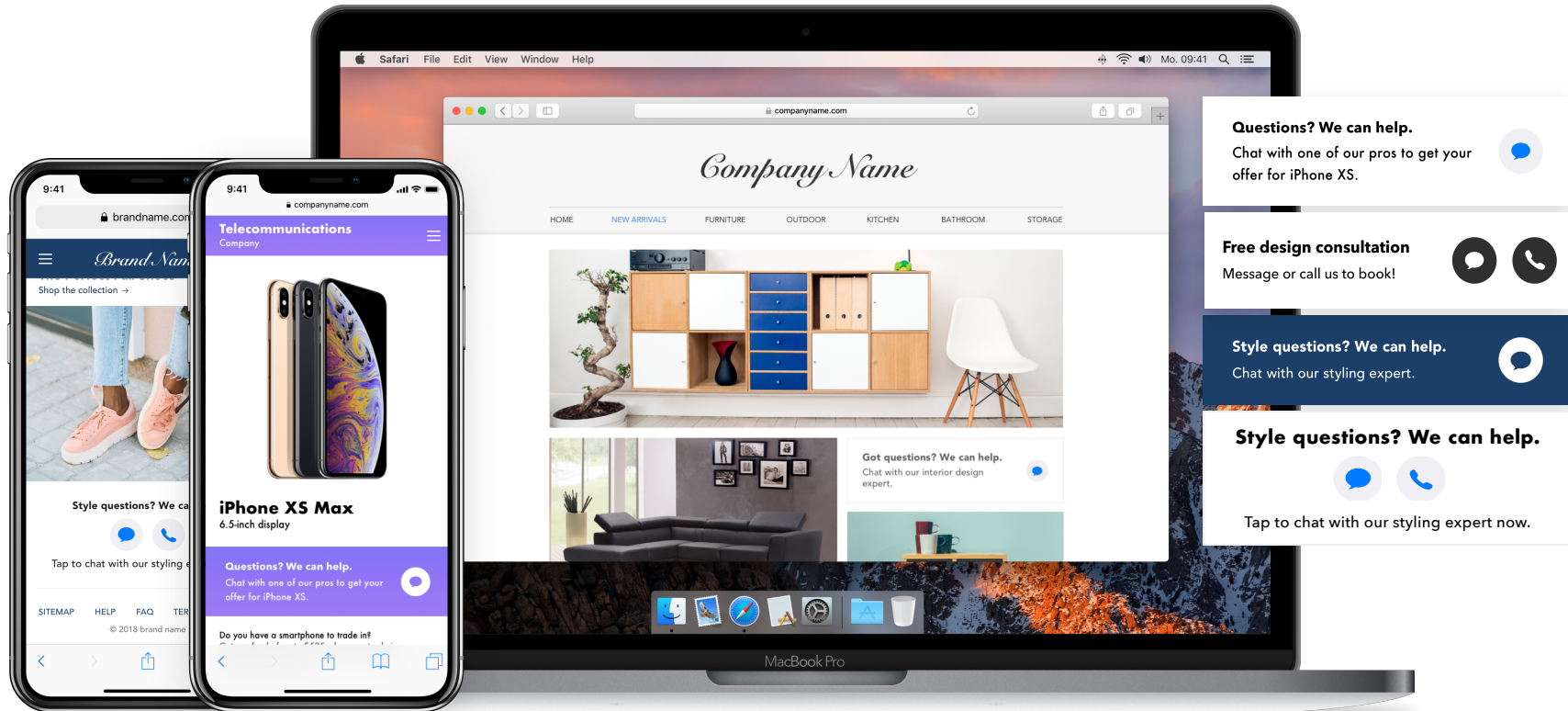# Entry Points Guide

January 2019.1

DESIGN

Call-to-Action (CTA)

Context

Let users know what they can
expect when tapping the icon.
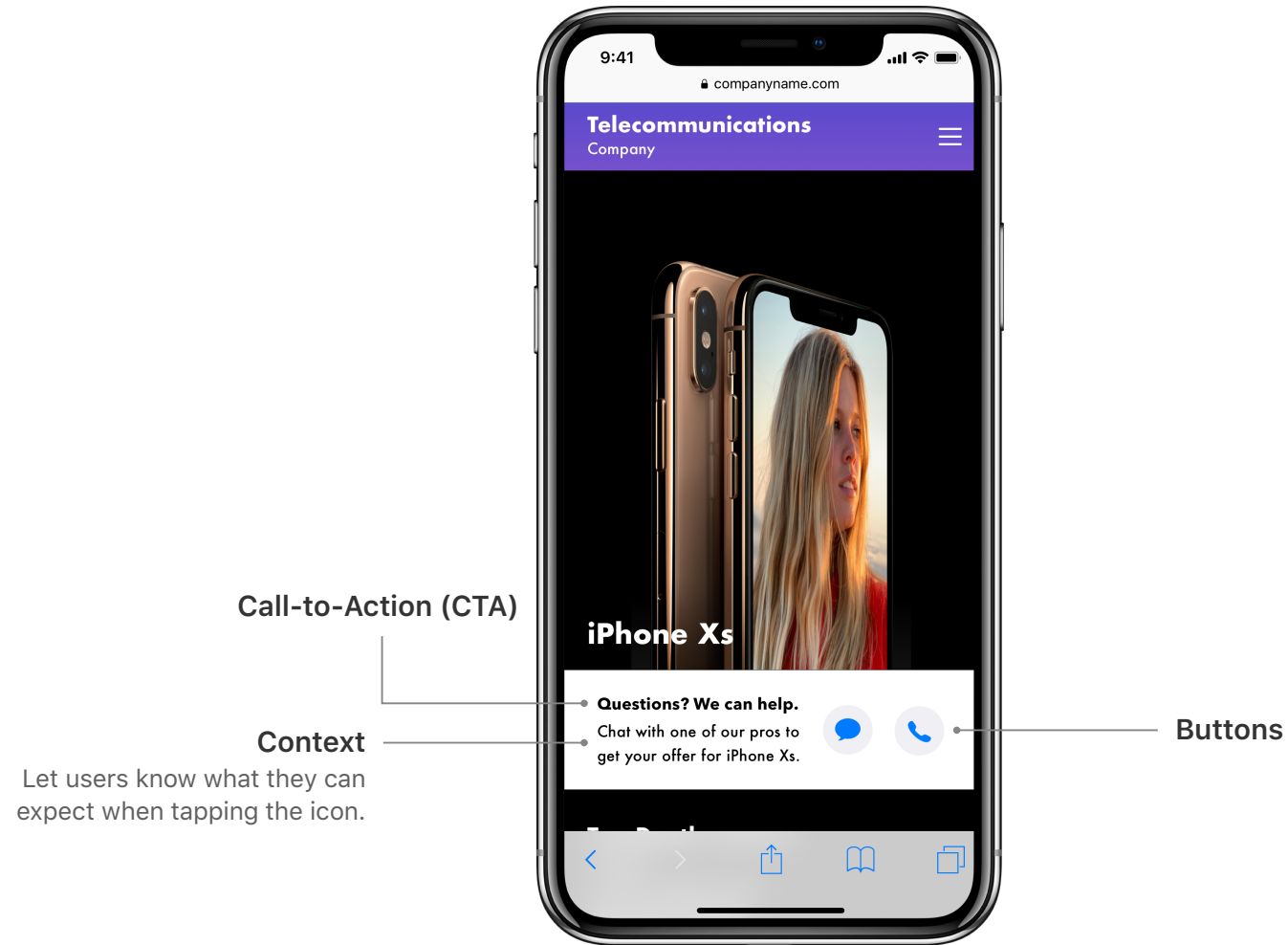
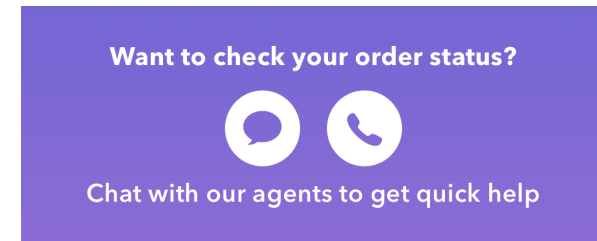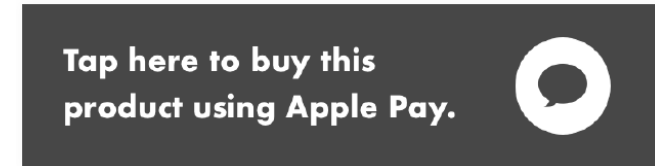**Buttons**

These three components—CTA, context,
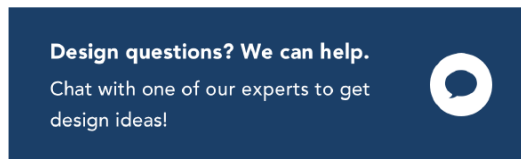and chat button—are mandatory.

Context and CTA

Providing customers with context and CTA is critical to encouraging them to tap the Business Chat button and not call.

Make sure the CTA is relevant in the context of the page. For example, on pages with product details, the CTA should say "Tap here to message one of our pros to learn more about this product." On pages with pricing information, the CTA should say "Message us to get a quote."

Tap here to buy this product using Apple Pay.

Want to check your order status?

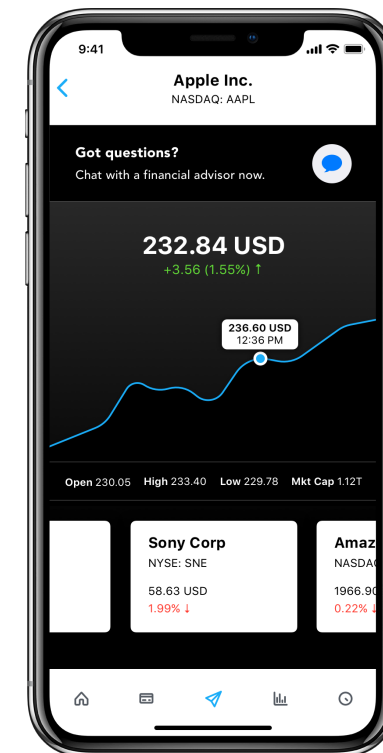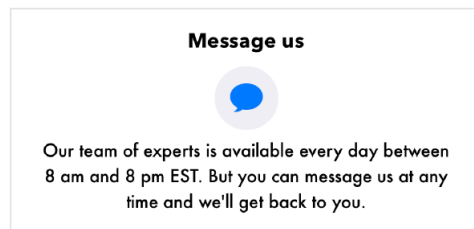Chat with our agents to get quick help

Good Examples - Care

Inform customers about what happens when they tap the Business Chat button.

Design questions? We can help.
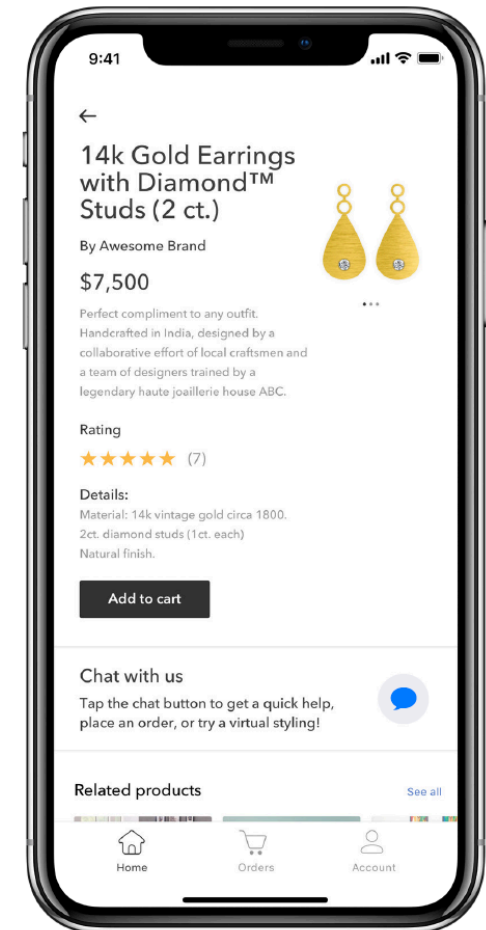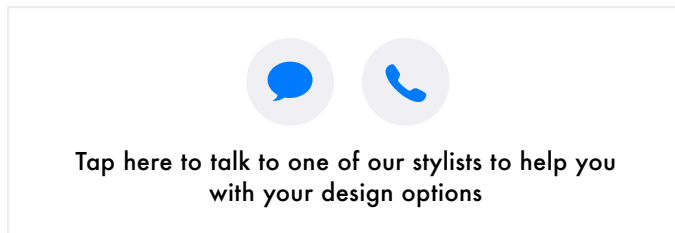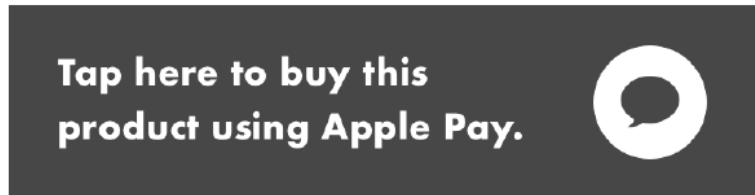Chat with one of our experts to get design ideas!

Let your customers know what they can expect when engaging in Business Chat.

Message us

Our team of experts is available every day between 8 am and 8 pm EST. But you can message us at any time and we'll get back to you.
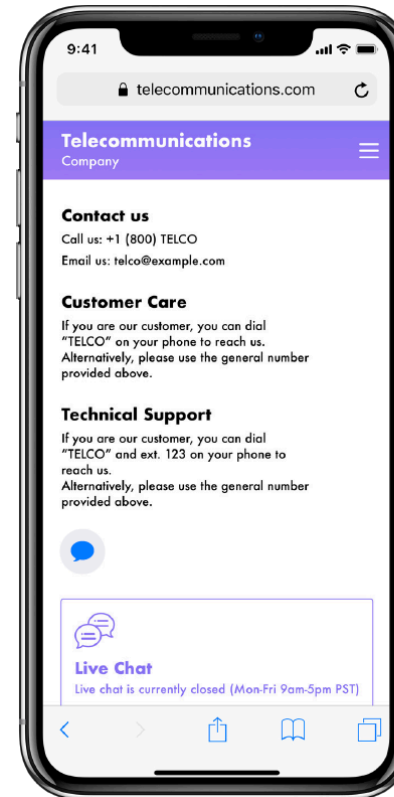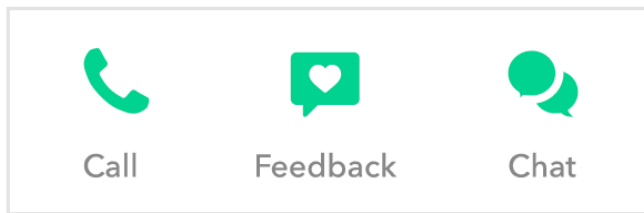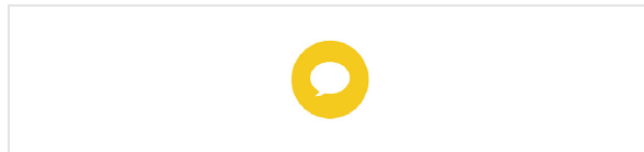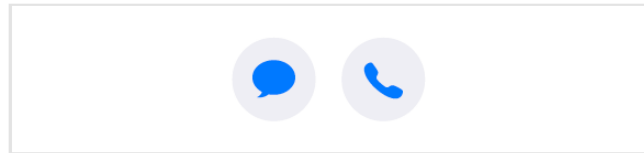
Good Examples - Sales
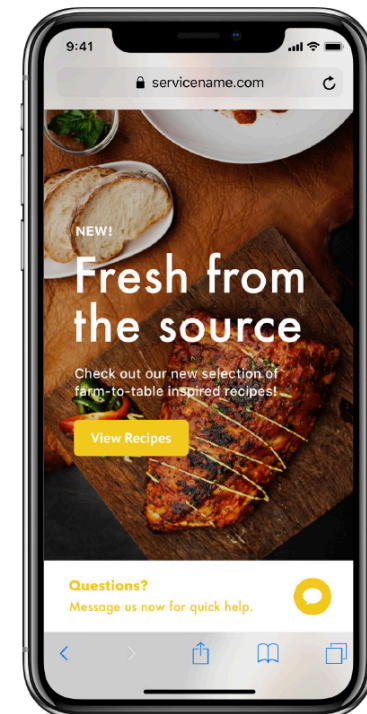
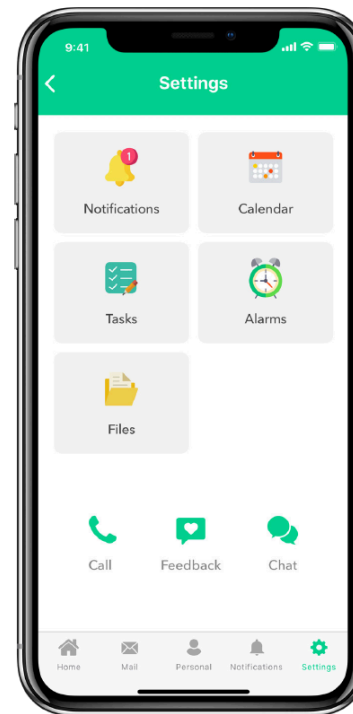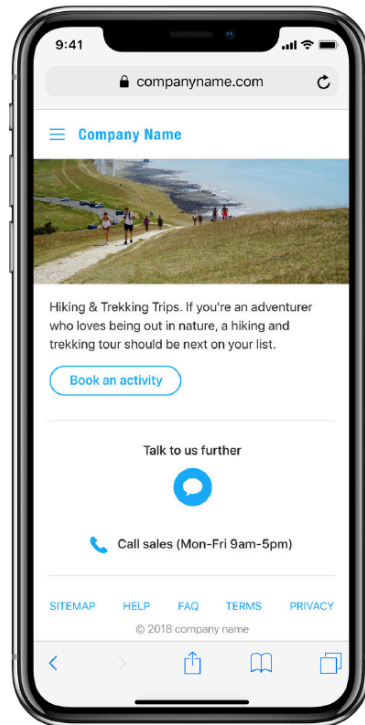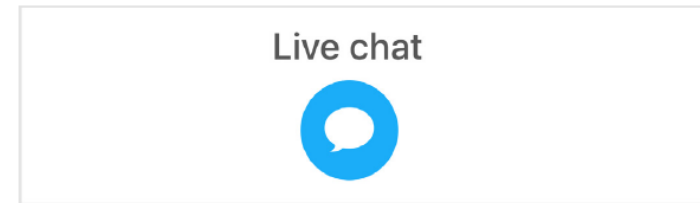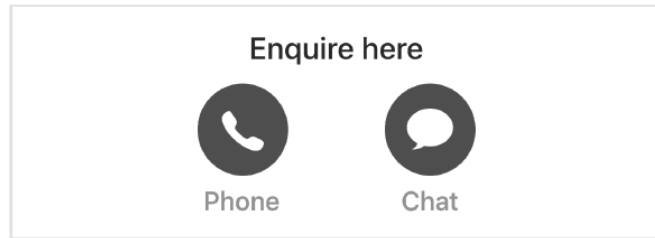Customize your CTA message for different sales points.

Poor Examples

The following examples have no CTA, no context, or wrong button design.
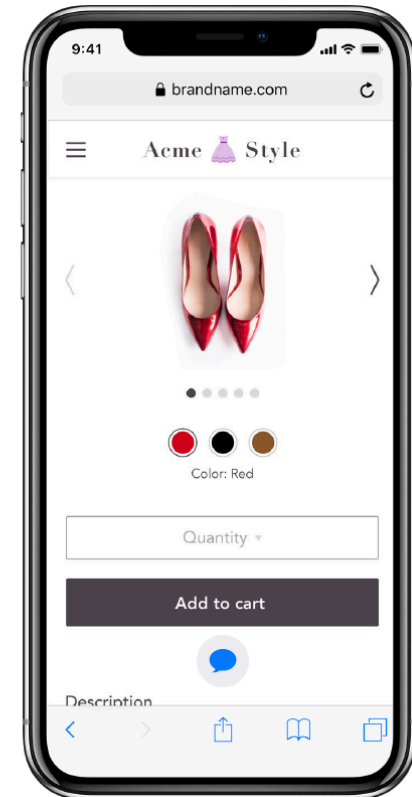
Examples of poor CTA and context implementation

Metrics

Apple recommends that you track the success of Business Chat entry points to improve engagement and drive further call deflection. For example, using chat instead of phone and the old button instead of the new button.
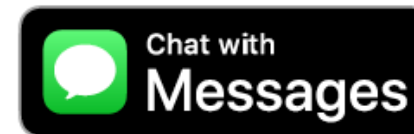
Chat versus phone

Track the engagement metrics between the Business Chat and Phone buttons and entry points.

Old versus new

If you used the older Business Chat button, track the engagement metrics for the new button as compared to the old.

On Mac

Business Chat entry points, such as from your website, also work on MacOS. The look and functionality are the same as on iOS and adhere to the same guidelines.