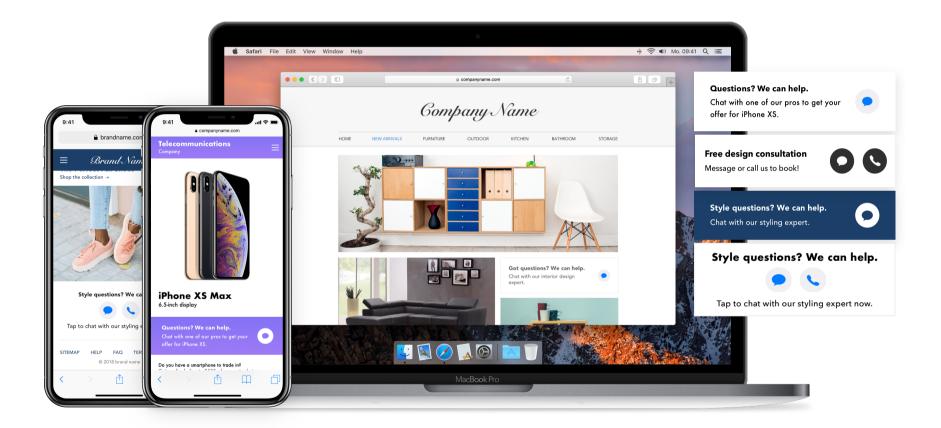
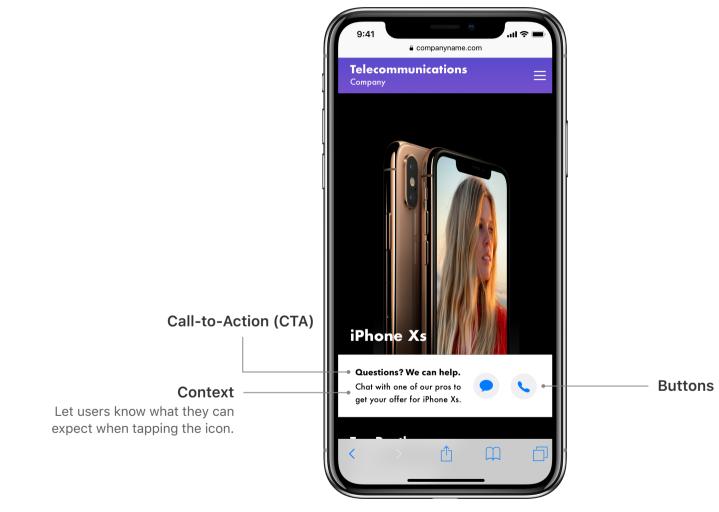
Business Chat Entry Points Guide

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January 2019.1



DESIGN



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.

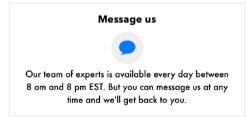
Make sure the CTA is relevant in the context of the page. For example, on pages with product details, the CTA should say "Tap here to message one of our pros to learn more about this product." On pages with pricing information, the CTA should say "Message us to get a quote."

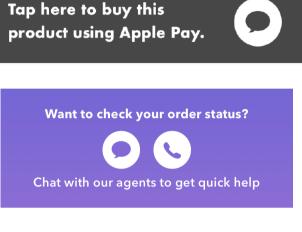
Good Examples - Care

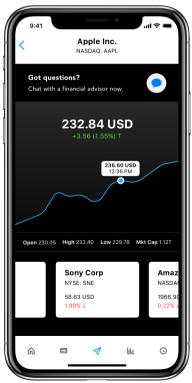
Inform customers about what happens when they tap the Business Chat button.

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.







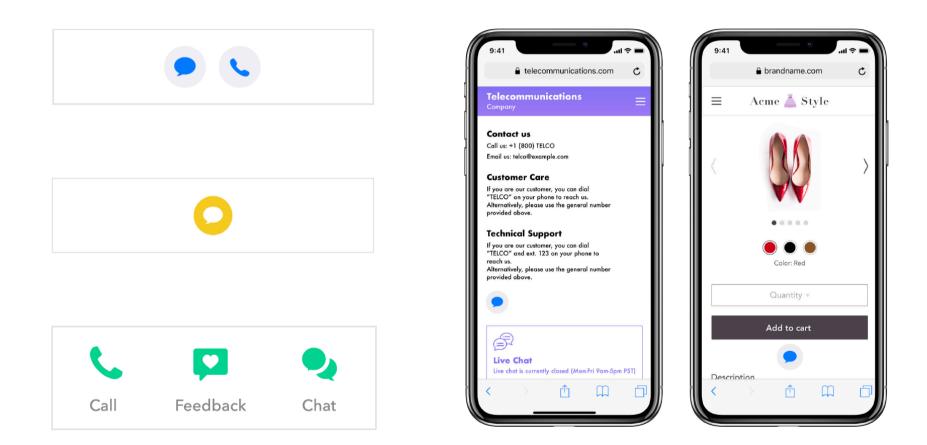
Good Examples - Sales

Customize your CTA message for different sales points.

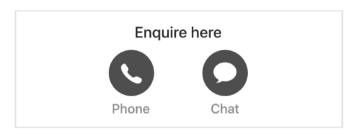
9:41 9:41 Tap here to buy this ...I © companyname.com product using Apple Pay. **Telecommunications** 14k Gold Earrings with Diamond™ Studs (2 ct.) By Awesome Brand \$7,500 Perfect compliment to any outfit. Handcrafted in India, designed by a collaborative effort of local craftsmen and a team of designers trained by a legendary haute joaillerie house ABC. Rating **★★★★★** (7) Details: Tap here to talk to one of our stylists to help you Material: 14k vintage gold circa 1800. 2ct. diamond studs (1ct. each) with your design options Natural finish. iPhone Xs Max Add to cart 6.5-inch display Chat with us Tap the chat button to get a quick help, Questions? We can help. place an order, or try a virtual styling! **Related** products See all 1128 $\overline{\Box}$ \square 6 ń Account Home Orders

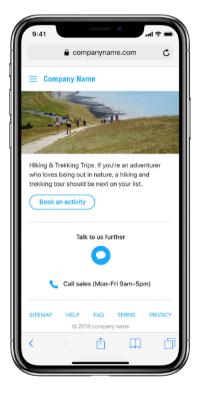
Poor Examples

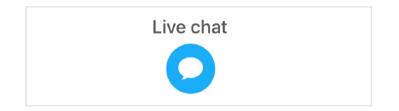
The following examples have no CTA, no context, or wrong button design.

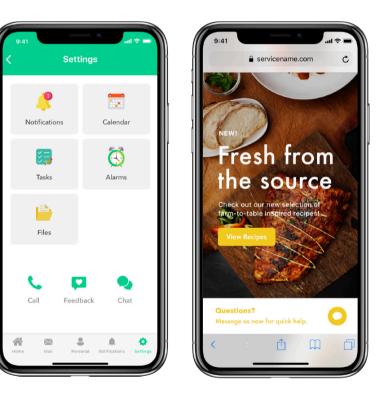


Examples of poor CTA and context implementation









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.

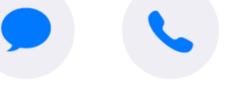
Chat versus phone

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

Old versus new

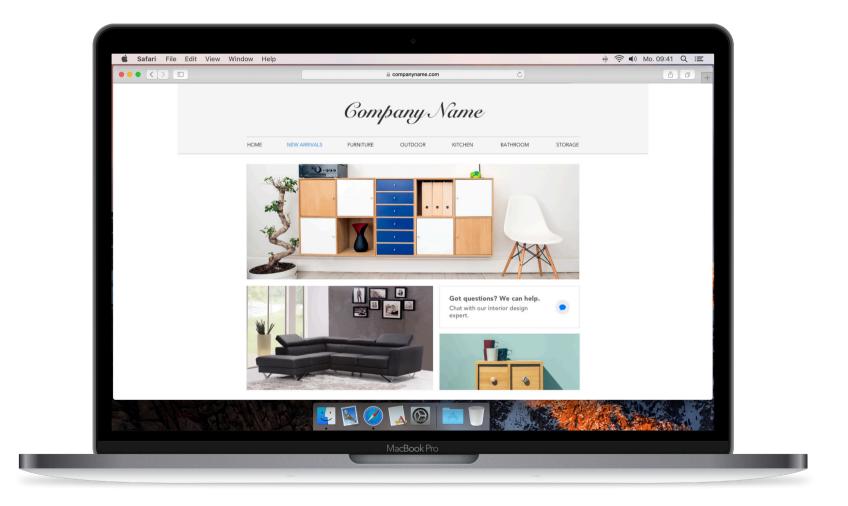
If you used the older Business Chat button, track the engagement metrics for the new button as compared to the old.





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.



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