



Light a fire under your SaaS

# Chili Piper ❤️'s Chat Tools

You need to book more qualified meetings, decrease your speed to lead, and improve your inbound conversion rate.

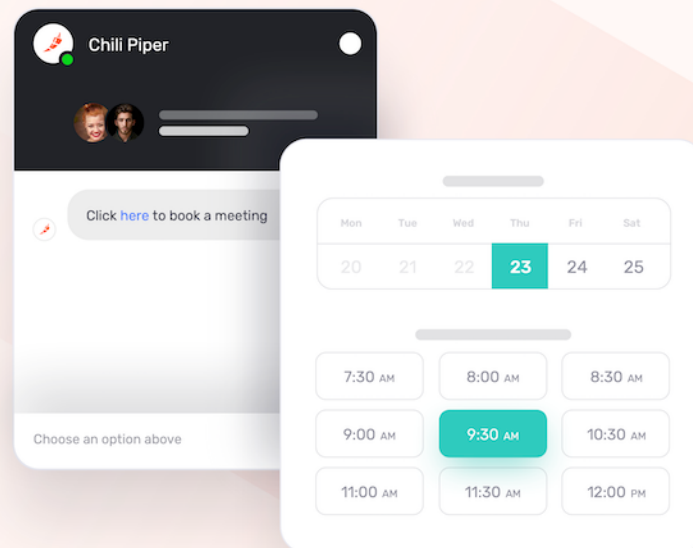
**Considering optimizing your web-forms and/or adding a chatbot?  
Here's all you need to know.**

## About Chili Piper

Chili Piper Concierge is an online scheduler that easily integrates with your existing web form. Once the form is submitted, Concierge qualifies the lead, routes it to the correct sales rep, and displays a simple self-serve scheduler for your prospect to book a time – all in a matter of seconds.

## About Chat Tools

There are several inbound chat tools available - generally they are a way for sales and marketing teams to allow communication with website visitors quickly and casually. Use cases include fielding support questions, providing in-app announcements, and using a chatbot to replicate the functionality of a form (gathering demo-request data, for instance).



Integrate with your favorite tools





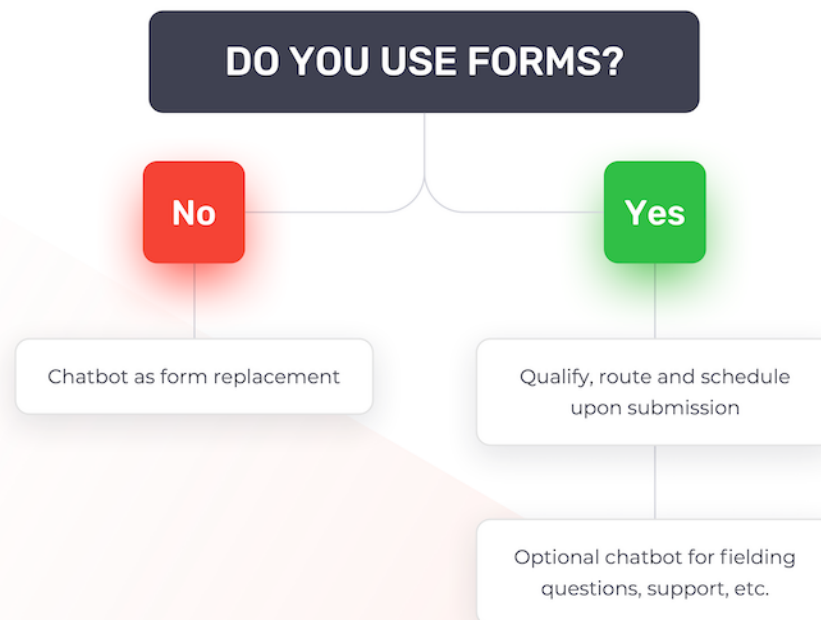
## Forms, Chat, or both?

Most companies use forms for their high-intent visitors and several also utilize a chat app for answering questions, nurturing return visitors, customer support, and other communication. While there are the rare few who rely on chat exclusively for lead qualification and scheduling, they typically have a lower lead volume or rely on outbound efforts.

Most of our customers believe in a multi-channel approach: engaging their visitors in a tailored way depending on what stage of the buying journey they are on.

Different visitors = different intent = different way to engage.

This is why we think Chili Piper and Chat Tools are better together.



Side note, at Chili Piper we are big fans of a multi-channel, curated experience for every stage of the buying journey. So we proudly use both forms and chat. We happen to use Intercom and have seen a lot of success strategically deploying both.



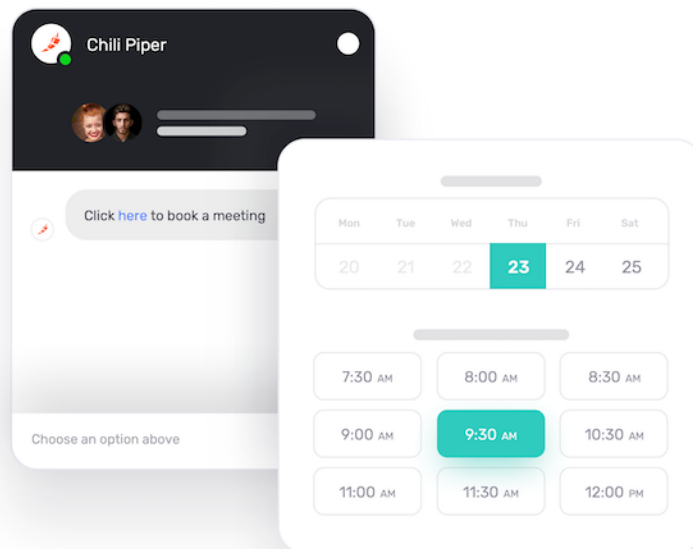
# Chili Piper + Chat Tools = Better Together

Look at almost any B2B SaaS website and you will find some combination of forms and chat tools. Because Chili Piper helps you book meetings directly from your forms and also plays nicely with chat tools, we wanted to highlight a few of our favorite use cases.

## Drop your booking link in the chat

The simplest, yet highly effective, way to utilize both Chili Piper and a chat tool is to book meetings directly from your conversations.

- Visitor comes to the website and hops into chat to ask a few questions
- The rep fielding the questions suggests scheduling a demo
- The lead agrees and is sent a link to book directly
- The prospect selects a time that works for them and a calendar invite, reminders, etc. are all sent out automatically.



P.S. with Chili Piper you can send smart links that include accounting for round robin and advanced routing, or just send your personal booking link.



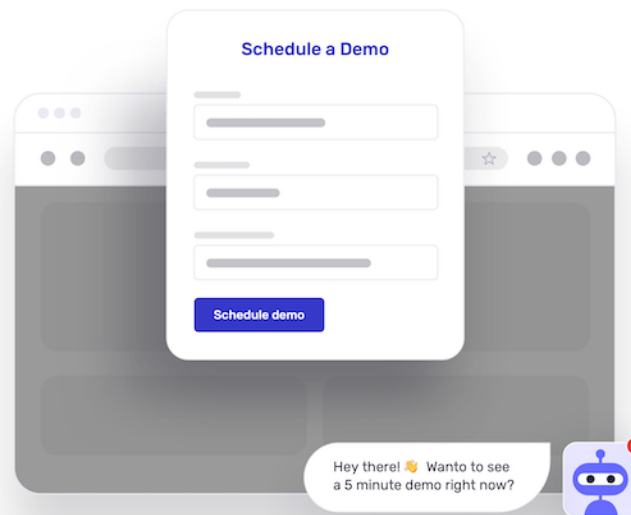
# Chili Piper + Chat Tools = Better Together

## Give your disqualified leads a second chance

With Chili Piper, you can decide who is qualified to schedule directly with your sales team and who isn't. Regardless of your criteria, it's a good idea to give your prospects a second chance.

Here's a great example from Emotive:

- Emotive has a "schedule a demo" button front and center for those most interested and with high intent. They also have a chatbot that prompts visitors to view a pre-recorded product demo.
- Emotive has some specific qualification criteria that helps their team know who will be a great fit. They use Chili Piper to automatically qualify and route those leads to the appropriate team member.
- Those who don't meet the qualification criteria are sent to an Emotive page with a recorded demo and a chatbot that collects additional information and allows them to self-qualify based on a few other factors. If appropriate, they are then given a Chili Piper smart booking link via Drift to schedule a demo.



Now there isn't any drop-off between leads and opportunities, which is fantastic... and at the end of the day, our cost per demo really does reflect that.

Ben Perez

Marketing @ Emotive

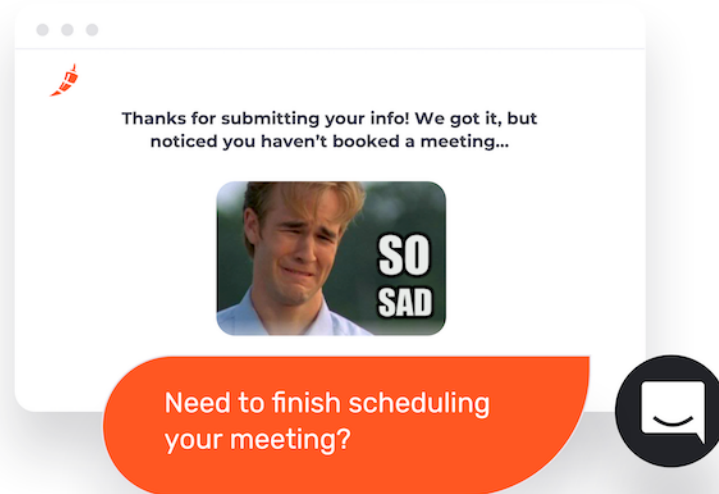


# Chili Piper + Chat Tools = Better Together

## Save abandoning bookers

With Chili Piper, when a lead fills out a form on your website they are instantly provided an option for a live phone call and/or some times to schedule their demo. If they leave before finalizing their meeting you can always follow up because they've already filled your form, but there is a better way.

- Visitor fills out your demo request form
- They click submit and are shown a few times their assigned rep is available
- Something happens and they close the pop up window before they get a chance to confirm a time
- Chili Piper redirects the lead to a landing page specifically for abandoned bookers where a chat tool is there to engage and finalize the booking process





## Additional Chili Piper Features

- ✓ Instant scheduling and live calls from any web form
- ✓ Automatically qualify and route leads
- ✓ Book Meetings from anywhere with Instant Booker
- ✓ Create unlimited templates for all meeting types
- ✓ Help reps own their calendar with buffers, minimum notice, and daily limits
- ✓ Email and SMS reminders to reduce no-shows
- ✓ Simple rescheduling to reduce no-shows
- ✓ Easily track no-shows and held meetings
- ✓ Two-way integration with Salesforce
- ✓ Calendar integrations with Gmail and Outlook
- ✓ Insert smart booking links into chat conversations

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[Click here](#) for more features



# The most effective way to schedule a meeting

From small teams to large enterprises with complex lead assignments, Chili Piper can help any revenue team offer the best meeting experience to their buyers.



## Schedule from anywhere

Chili Piper customers allow scheduling from their website, social ads, and email signatures as well as from directly inside Salesforce, Outreach, or Salesloft with Instant Booker



## The best experience for prospects and customers

When booking a meeting on your website, recipients can book instantly with one click. Other platforms lead them through drawn out conversations or kick them to a separate screen to complete another form.



## The most sophisticated routing capabilities

Chili Piper is the only platform with a two-way Salesforce integration that supports advanced routing logic based on things like account ownership. Other platforms stop at a simple round-robin.



## Schedule for later or start a live call now

Chili Piper is the only solution that supports real-time video or voice calls from web forms.



Light a fire under your SaaS



Right after we implemented Chili Piper we saw a 50% lift in inbound meetings booked. We now see 5x as many meetings as we did before starting with Chili Piper and our revenue is around 300% - even with half the size of the sales team.

Krishan Patel

Director of Growth @ Apollo

Start removing friction from your process today

[BOOK A MEETING](#)

The world's best revenue teams use Chili Piper



PandaDoc



SalesLoft



twilio

eventbrite

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