

## **Chat 24/7 Live for Franchising Announces IFA Member Supplier Status**

*Chat 24/7 Live for Franchising is Excited to Announce Its Recent IFA Member Supplier Status.*

SAN FRANCISCO, Calif., September 9, 2014 – Chat 24/7 Live, a provider of live chat lead capture solutions for franchisors, franchisees and franchise industry suppliers, today announced that the firm has joined the elite International Franchise Association (IFA). Chat24/7 Live brings the latest in lead capture technology to the Franchise Industry. Becoming an IFA member facilitates the company's ability to play a significant role in reshaping how new business will be generated in the future for industry participants. IFA provides its members with access to a wide range of information on trends within the franchise industry and is the leading organization in this ever-growing field.

Capturing contact information from visitors who would have otherwise gone unnoticed to competitor's websites, provides franchisors, franchisees and franchise suppliers the most cost-effective way to dramatically increase revenues, as well improve customer satisfaction. In other words, Chat24/7 Live allows users to optimize their website and marketing investments.

Clients only pay for qualified leads, which they define at the outset, so there's no financial risk, and they receive information on new leads instantly, allowing faster follow-up times.

Chat 24/7 Live clients enjoy a number of added benefits:

- No minimum monthly payments, no credit card on sign up and no contract, so clients can cancel anytime they're not completely satisfied
- No time or personnel investment required. A few snippets of code pasted on website pages allows them to start capturing leads in minutes
- Dashboard with chat statistics
- Custom buttons, chat windows and scripts
- White label branding capability
- Integration with Salesforce and Google Analytics
- Click-to-call conferencing
- Partnership program allowing client to earn financial rewards for referrals

For more than 50 years, IFA has represented the interests of franchisors, franchisees and suppliers. The organization works to promote franchising in the public arena and to provide support for positive legislation regarding the industry. As a member of IFA, Chat24/7 Live will have access to data on over 1,300 franchise companies and to a comprehensive library comprising tutorials, legal rulings and regulatory information. This will allow the live chat firm to provide even better service to its existing clients while expanding its customer base to new franchises within the industry.

About Chat 24/7 Live:

Based in San Francisco, California, Chat 24/7 Live offers a risk-free, managed live chat platform to optimize lead capture from franchisor, franchisee and franchise supplier websites and online marketing activities. The company's solution provides a low-cost alternative to expensive franchise portal lead purchases, as well as increases prospect satisfaction and conversion rates.

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