



## Company

HelpSquad is a fully owned subsidiary of LiveHelpNow. With over 120,000 deployments and 15 years of experience, we are uniquely positioned to offer an experienced, stable, and dedicated organization to meet the needs of West customers in the staffed or traditional Live Chat markets. Our pricing model allows clients to offer a branded and profitable service that is backed by a reputable organization. Our proprietary and mature platform allows us to meet the specific needs of the Staffed Chat market in a way no one else can match.

## Stability

HelpSquad has been offering Staffed Chat Services since 2014 and has hundreds of deployments. We have full access to the software platform and have tuned it to meet the unique needs of the Staffed Chat Model. Others who are using a third-party solution have a much higher cost model and cannot influence the features and functions of the platform in the way that HelpSquad can.

## Features

HelpSquad is the only company to offer a Chat Service that has been developed to meet the needs of Staffed Chat. This allows us much greater flexibility than our competitors. Our Patented “whisper” technology lets agents be trained or monitored in real time by West Clients or HelpSquad Team leaders. We are first to market with text-to-chat allowing customers to text for help while on the go instead of using a mobile browser. We also offer a significant suite of existing and custom Plugins & Integrations to help customers tie into their existing systems.

## Flexibility

Because we control the software we can accommodate specific requests to make the platform more robust. If a client wanted to integrate live chat into a dedicated offering, only someone with access to the chat software could make that happen.

## Staffed and Traditional Chat

HelpSquad can offer customers staffed chat or a traditional chat platform if the client prefers that alternative. (We estimate that about 10% of prospects would prefer to staff chat themselves). We recently had a customer who wanted to staff their own chats simultaneously with our operators during business hours. We were able to accommodate this request in a way that most of our competitors could not.

## Pricing

HelpSquad's offers pricing in tiers which can be typically be resold to customers with significant markups and still be a price leader. Our ballpark tiered pricing would be:

Tier	Monthly Cost to West	Number of chats Available
Starter	\$95	25
Support	\$185	50
Pro	\$360	100
All-Star	\$700	200

We are willing and able to entertain other pricing models such as a per chat cost coupled with an initial setup fee.