



## **Beach Wheelchairs Charity's New Webchat Box on Their Website Gives Them a New and Alternative Form of Contact**

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Earlier today, The Beach Wheelchairs Charity announced the availability of its new ChatHeroes webchat box on their website, which has been in development since March. The main aim is to allow visitors to their website to interact with a live human being. In addition, the webchat increases the profile of the charity, but it does so with a difference.

Robin Black, Chairman of Beach Wheelchairs, says: "We wanted to try something new with this webchat box on our website. Anyone familiar with the charity market will probably have noticed how everyone else seems to generally have no webchat service. This is a problem because 97% of visitors to most websites just come and go without the charity ever knowing they've visited, resulting in lost opportunities."

So as a welcome breath of fresh air, Beach Wheelchairs will instead encourage visitors to engage with them, thus increasing the possibility of having a successful outcome for the charity. Beach Wheelchairs chose to make this move because the webchat box is provided at nil cost to the charity as it is sponsored by a local business. Therefore, it's a 'no-brainer' for the charity.

Robin Black also said, "We want to give our customers options. We want them to feel valued when using our service. Trying something new can be a risk, but it's a risk we believe is worth taking. To date, our supporters have found it of great benefit." ?

Beach Wheelchairs has been in business for almost 2 years, being established in 2015. Since Day 1 it has always aimed to offer free, on loan, special all terrain wheelchairs for use on the beaches of North Berwick and the surrounding area. The new webchat box service is available now. To find out more about the service and Beach Wheelchairs, you can visit <http://www.beachwheelchairs.org>.

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For more information about Beach Wheelchairs, contact the company here: Beach Wheelchairs Robin Black 0300 111 2112 [info@beachwheelchairs.org](mailto:info@beachwheelchairs.org) The Beach Hut North Berwick Harbour EH39 4JL

## Beach Wheelchairs

*Beach Wheelchairs is a Scottish Charity which believes that everyone has the right to enjoy our beautiful beaches. We provide beach wheelchairs for children and adults and a beach walker for loan free of charge from our Beach Hut at North Berwick Harbour.*

Website: <http://www.beachwheelchairs.org/>

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