ChatAgency

LIVE CHAT HAS TAKEN OVER PHONE & EMAIL

HERE'S WHAT YOU NEED TO KNOW

In a world where everything is increasingly on demand, consumers expect to be able to engage with your business at all times. Some companies have turned to live chat, while most haven't adopted the technology yet. Live chat used to be a convenient add-on to a website, but times have changed. As consumer behaviour changes, so is the expectation for businesses to digitally transform to suit their needs. So let us help you be prepared!

There are many ways to do this, but in 2020 the demand for one digital channel couldn't be any stronger - That channel is live chat. This, coupled with the world's need to service their customers remotely, has led to the highest demand yet for "live chat" and the research data shows this.

Chat has now overtaken phone as the highest rated customer service channel with –

27% preferring **email**

28.7% preferring **phone**

28.9% preferring **chat**
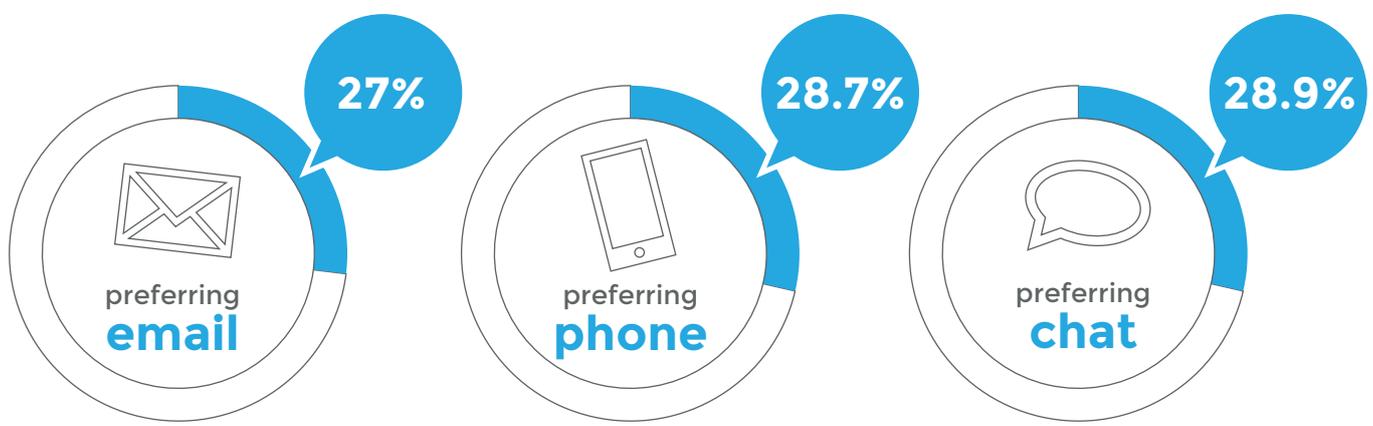
With real-time conversations customers receive a better overall experience, however failing to respond in time results in a negative customer experience. Studies show you need to respond to a live chat request within just 15 seconds! Any more time than this, results in a bad experience.

Prior to world changing circumstances like COVID-19, **41% of customers already expected live chat to be available on your website** and **50% for mobile visitors**.

That number has dramatically increased recently and continues to grow, forcing businesses to introduce the technology or face long queues and a lot of stress on traditional communication channels such as telephone and email.
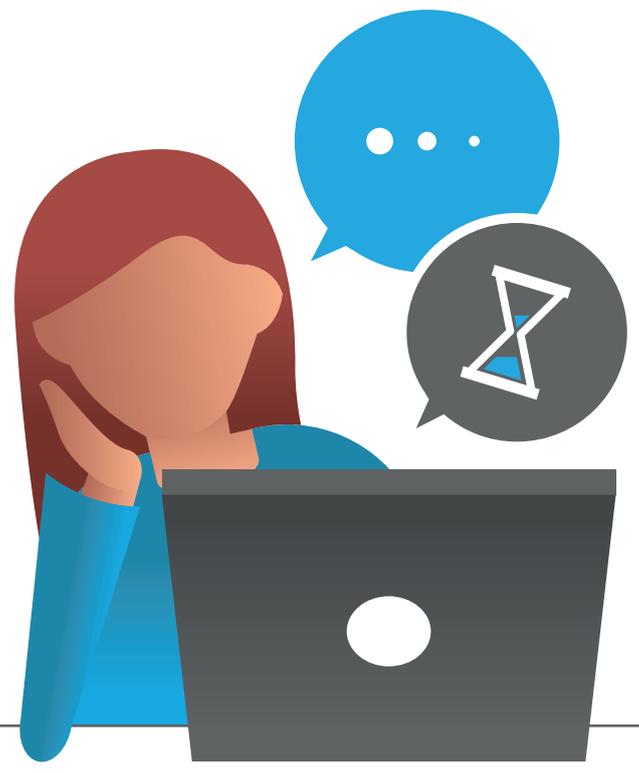
We've put together some key areas of success if you're going to be implementing live chat into your website. Some of these are:

1 Prioritise all live chat requests

Customers' expectations of digital services are high, with on demand "everything" available to them. You can easily exceed their expectations by making sure their online experience with you matches the same level of customer service offered by other leading online businesses.

You can do this by:

• Having dedicated staff to manage your chat requests
• Responding to all incoming chat requests within 15 seconds
• Log out or set agent logins to away when on breaks
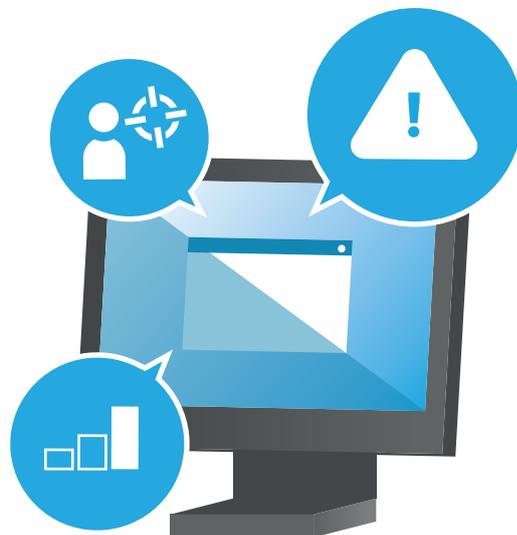
2 Reduce average chat time

• Use pre-written chat templates
• Have a knowledge-base or an FAQ readily available
• Escalate complex enquiries quickly
• Set smart chat triggers based on; visitor time on site, current page, even the search term used to find your website

3 Personalise the experience

52% of consumers say that they preferred companies that offered some kind of a personalised customer service experience and 23% of companies did not request contact information during a chat.

You can do this by:

• Automating contact details request during chat
• Integrating your chat software to your shopping cart
• Using chat software that displays previous chat logs
• Using chat software that displays the site visitor demographic

4   Integrate chat into your business so it works

Rather than seeing the end of a chat as the end of an action or task, incorporate it into your customer relationship cycle.

A few ways to do this can be:

- Ask for feedback after the chat with a satisfaction survey
  45% of companies did not ask for feedback

- Provide a copy of the chat transcript to the customer
  More than 55% of companies either did not offer to provide the client a chat transcript or simply even ask if they would like one. Sending a transcript acknowledges accountability and responsibility. It also increases customer trust and this is priceless.
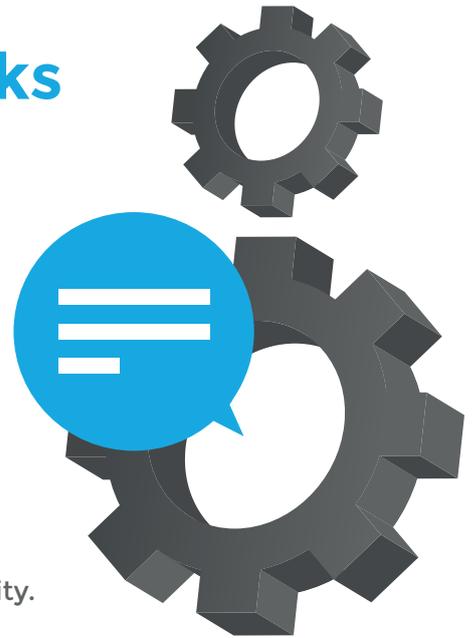
## 5   Select the right software platform for your business

Before plunging straight into the deep end, it is crucial to research the differences in features & pricing offered by each various platforms available. Factors to also consider include the key differences to determine which platform best integrates with your business' existing digital apps and services. So be sure to select the one that best matches both yours and your customers' needs.
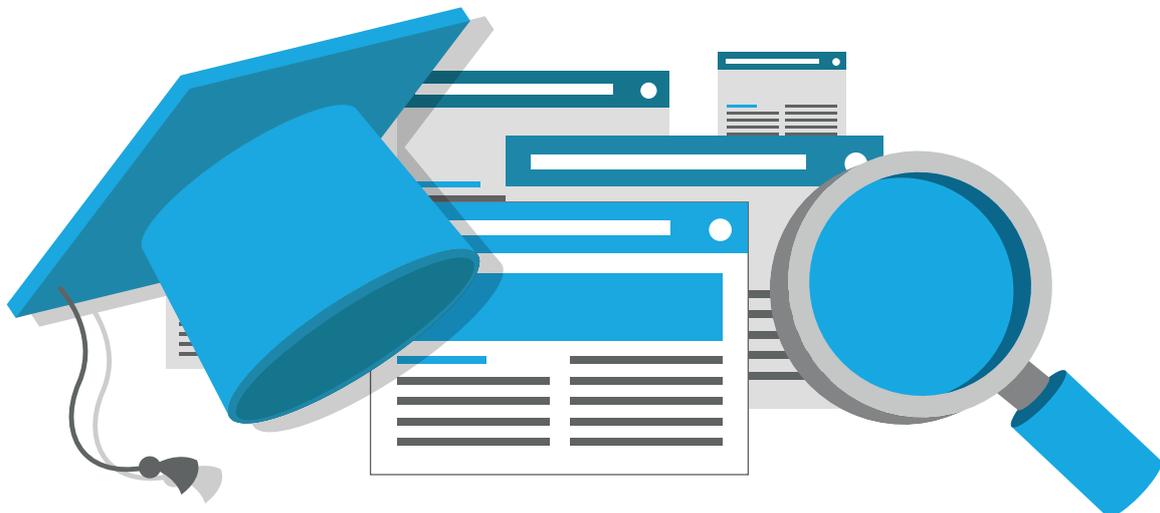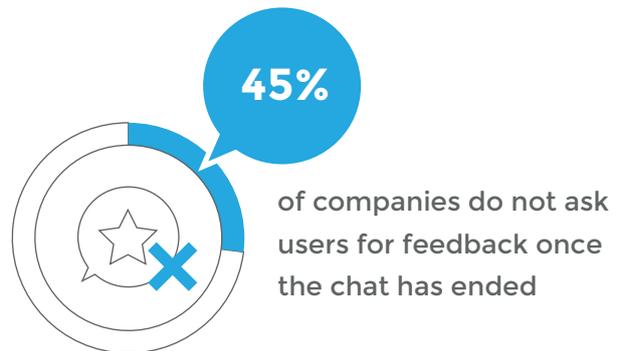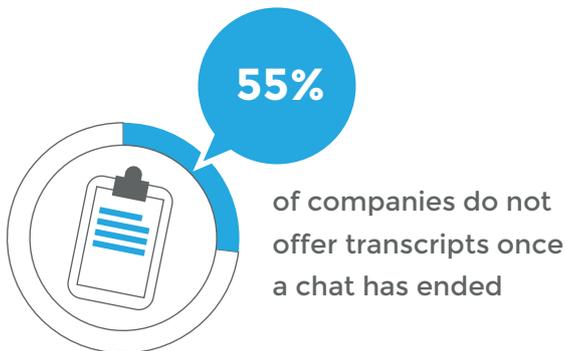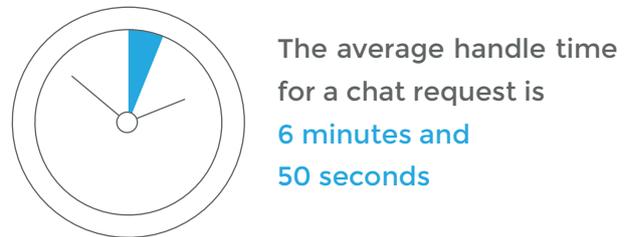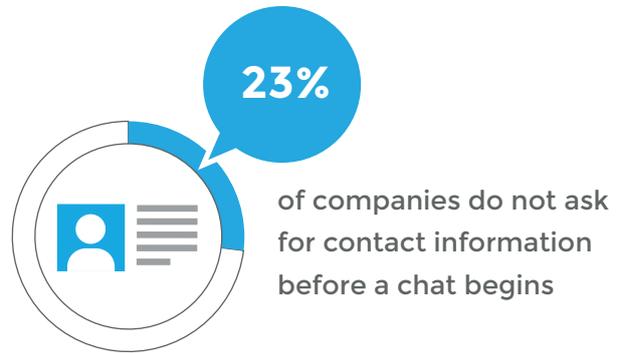
6   Keep Communication Consistent

Remember that quality is always better over quantity, especially with live chat, so don't think that a quick impersonalised reply will cut it fullstop. Customers expect the same. amount of professionalism from chat, so make sure your business's brand, language, culture and values come through on your communications.
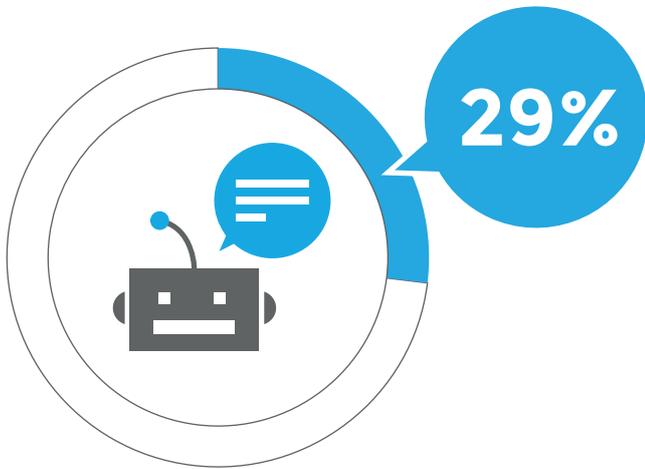
- Use pre-written chat templates
- Ensure your chat agents understand any current promotions or changes within the business
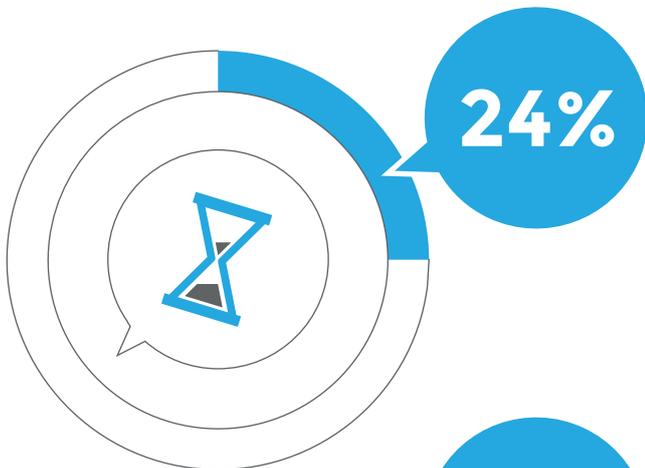- Always follow up on offline messages with a phone call or external email
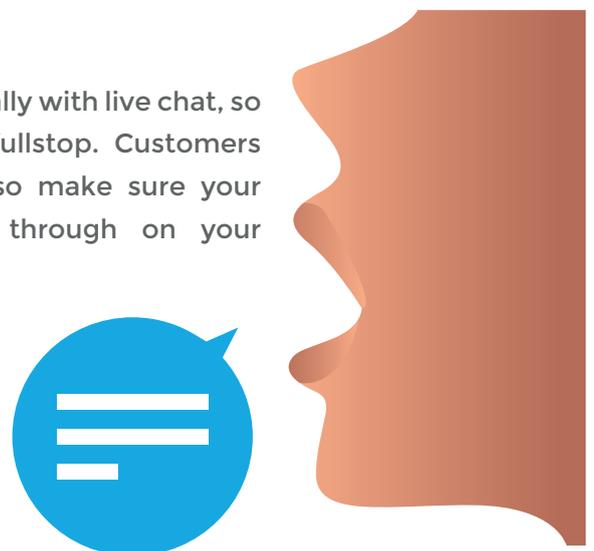
An independent study was done across 1,000 websites for companies across US and Europe which revealed the following key findings:

21% of live chat support requests are not answered

23% of companies do not ask for contact information before a chat begins

The average wait time for live chat support requests is **2 minutes and 40 seconds**

The average handle time for a chat request is **6 minutes and 50 seconds**

55% of companies do not offer transcripts once a chat has ended

45% of companies do not ask users for feedback once the chat has ended

Top 3 Frustrations:

29% of customers are most frustrated by scripted, impersonalised responses.
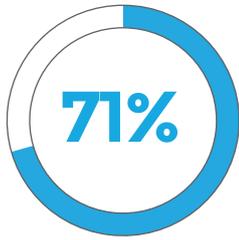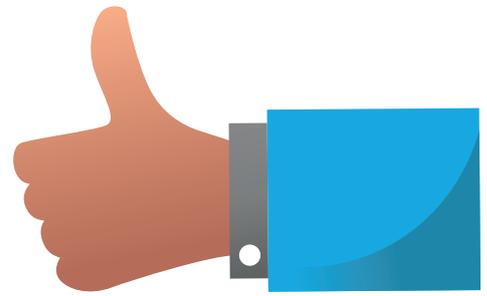
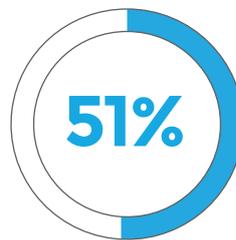**24%** of customers are most frustrated by long wait times on live chat

15% of customers are most frustrated by having to repeat themselves on live chat
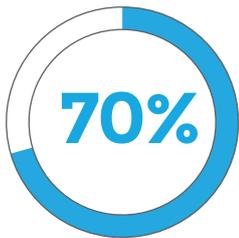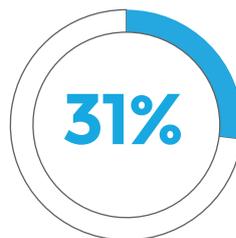
This is why businesses and consumers prefer live chat:

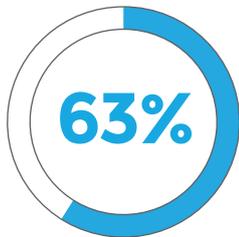**71%** of businesses believe that online chat would come on top by 2021.

70% of consumers prefer human agents to AI technologies (bots)

63% of people who spend between $250 and $500 a month online are most likely to buy from, and be loyal to, companies who offer live chat

63% On average, a 305% ROI from live chat sales enquiries, and a payback period of 6 months.
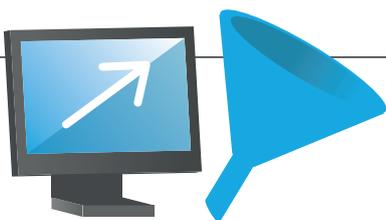
51% of customers prefer live chat for multitasking purposes

31% of online shoppers from both the US and UK say they would be more likely to purchase after a live chat.

29% of consumers are more likely to make a purchase with the option of live chat, regardless of whether they used it.

15% higher average order value for consumers who use live chat versus those who did not.

3.5 times higher conversion rate for consumers who used chat versus those who did not.

After having a positive chat experience with a company, **77% of customers would recommend it** to a friend.

Live chat has the highest consumer **satisfaction rate at 92%**.

Despite a rise in Social media support, **only 3% prefer it**.

Live chat customer service is on average **30-50% cheaper than a phone call**.

A 150% ROI from customer service related live chat enquiries, and a **payback period of 6 months**.

On average, a 305% ROI from sales live chat enquiries with a **payback period of 6 months**.

A **59% call deflection rate** as a result from Live Chat.

This **increases to 56% for shoppers who prefer live chat** over other communication methods.

Conclusion:

Live chat support only works if there's an operator on the other end of the screen to respond immediately. Be sure to maintain schedules for your live chat to readily available either 24/7 or part-time depending on when your website traffic is busiest by simply analyzing your web analytics. With consumer appetite for online shopping and support rapidly increasing along with the next generation of consumers entering the market, it's no doubt that live chat will eventually dominate as the main communication channel whether businesses like it or not. Businesses need to seize this opportunity and exceed expectations. Because one happy customer is likely to tell at least three friends about a positive experience and great customer service leads to increased sales. Once live chat becomes standard practice, this will no longer have the same effect and businesses that haven't adopted it yet will simply be playing catch-up. Which isn't the message you want to be sending to consumers if you value your online presence.

At The Chat Agency, we're leading the industry with live chat and we treat it as an experience, not a service. We tailor the best approach to your customers by partnering you with one of our dedicated Community Managers who acts as an extension of your sales and customer service team, not a phantom chat bot.
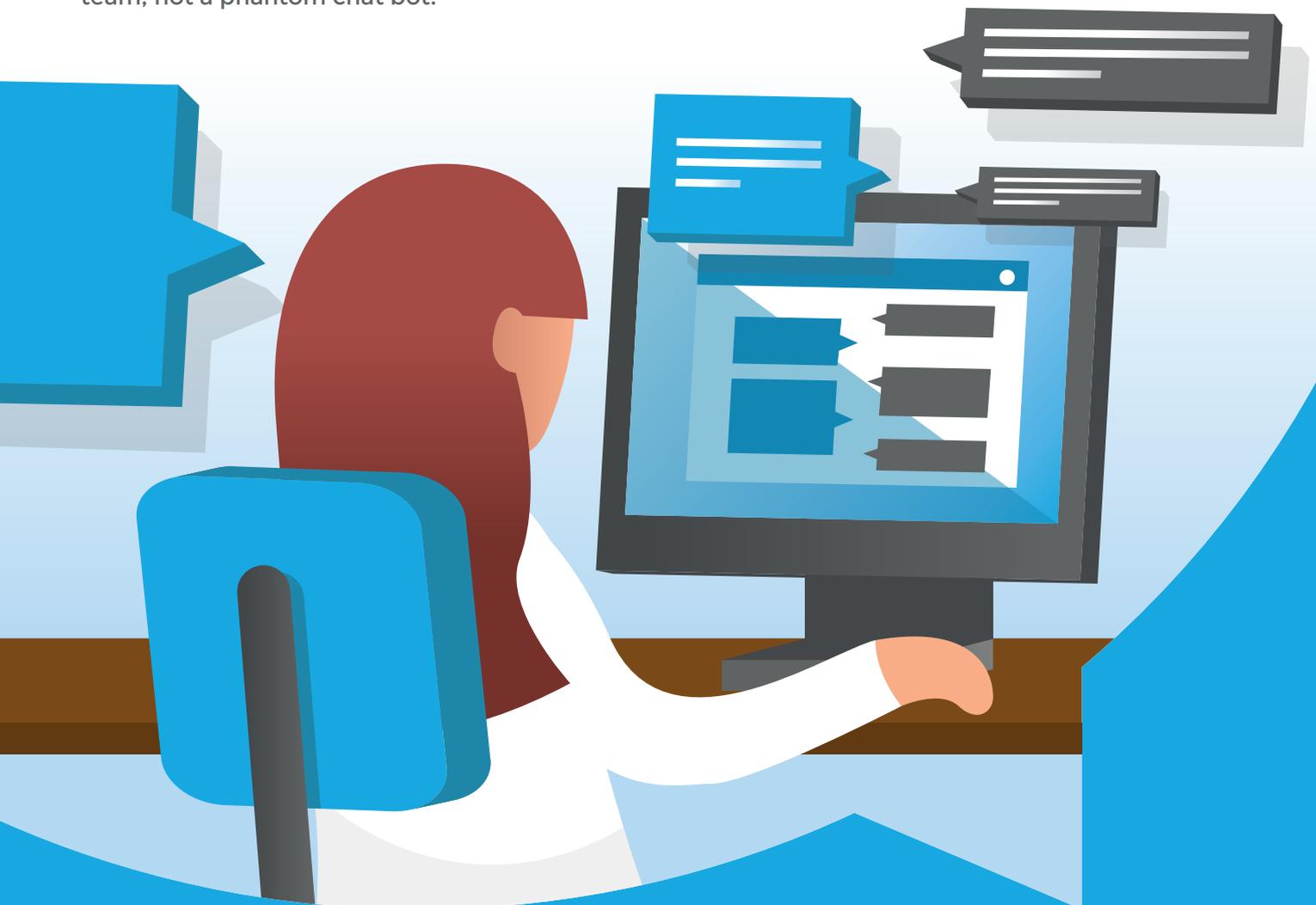
This is what we do at The Chat Agency:

Use your brand language to communicate to your customers

No shared agent pool, our agents are dedicated to your website

Ask customers for chat feedback

Escalate chats to you quickly if needed

Send transcripts to your customers

Connect with your other apps and services

Answer all incoming chats within 15 seconds

Follow strict SOP (standard operating procedure) guidelines set for your business

Capture your customers details and forward them to your customer service or sales team

Use industry leading software

Send you daily or weekly chat logs

Create a unique FAQ knowledge-base

Hire customer service certified agents

Always available 24/7 Community Managers

Data Sources:

https://www.kayako.com/live-chat-software/statistics
https://99firms.com/blog/live-chat-statistics/#gref
https://www.userlike.com/en/blog/live-chat-research-overview
https://www.superoffice.com/blog/live-chat-support-study/
helpscout.com/75-customer-service-facts-quotes-statistics/

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