

Live Chat Statistics 2024

Optimize your CX strategy with industry-specific live chat metrics

All Industry

Methodology

We created this personalized report by analyzing millions of live chat conversations over the past year, focusing on organizations in your industry.

How to use this report

Within this report you'll find:

- Industry-standard benchmarks: Use these numbers as a yardstick for self-evaluation. Compare your own numbers to these to see how you stack up and where you can improve.
- A performance tracking worksheet: Use this handy worksheet to set goals and track your progress. Choose the metrics and timeframes that matter to you.



44.59%

Mobile chats

% of total chats on mobile

4.34

CSAT Score

Ratings on a scale of 1-5

40.66

Wait time

Average time a visitor waits to be connected to an agent

7.86

Queue length

number of people waiting to be connected

68.33

Response time

time it takes for agent to send first message

10 min

32 sec

Chat duration

Average conversation time

Live chat performance tracking worksheet

Fill the My Starting Stats column with your current metrics, and the My Goals column with what you'd like to achieve. Use the blank columns to record metrics at the intervals of your choice – weekly, monthly, or quarterly.

	My Starting Stats	My Industry Stats	My Goals				
Mobile Chats		44.59%					
CSAT Score		4.34/5.00					
Wait time		40.66 sec					
Queue length		7.86					
Response time		68.33 sec					
Chat duration		10 min 32 sec					

Diving Deeper



Beyond Live Chat

Live chat is the tip of the digital customer service sword; depending on your customer demographics, consider offering other channels like social media, email, and SMS – all of which can be managed with the Comm100 platform!



Seek Self-Serve

Many organizations find that 80% of their customers ask the same questions 20% of the time. Offering a well-placed self-serve knowledge base can deflect these FAQs, and free up your team to focus on the harder and more complex questions.



To Bot or Not to Bot

Always on, always available, and easily programmable to handle everything from simple FAQs to more complex transactional situations. Comm100 chatbots are a key self-service channel that can automate over 80% of all your incoming chats.



Meet the Super-Agent

Imagine the impact on your team's efficiency and capacity if you could shorten digital conversations by 15-20%. Comm100 Agent Assist makes it happen by suggesting answers to your agents in real-time so they don't have to search for or type the answer.



Talk to us

Ready to see how Comm100 can help elevate your customer experience strategy? Let's start with a demo, where we can learn more about your unique needs and show you what we're all about.

[Request a demo](#)

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