Comm100

How live chat helped StataCorp have more personalized conversations

STATA

For over thirty years, StataCorp has been a leader in statistical software. They offer a full suite of integrated statistics, graphics, data management, and reporting solutions to meet all of their clients' data science needs – from data manipulation and visualization to statistics, and reproducible reporting. Their roster of customer service channels includes phone, email, an online forum, interactive web training, and now live chat.

STaTa

Customer Profile
Stata

Headquarters
College Station, Texas

Website
www.stata.com

Industry
Statistical analysis
Software

Comm100 Customer
Since 2016

Need
To improve service quality
and extend support to
wider audience

Solution
Comm100 Live Chat

Highlights

Founded in 1985

Entire customer journey
supported through live chat

Up an running in minutes

Instantly adopted by
customers

The pursuit of service excellence

StataCorp has become the de facto statistical software
tool for researchers due in large part to their dedication to
customer support. They fully recognize the power of using
new and innovative technologies to satisfy customer needs
and provide more accessible customer experience.

With this in mind, the account management team led by
Collin McNiel set their sights on opportunities that could help
improve their customer service. They sought a solution that
would provide customers with immediate answers but also
take care of the last mile in the customer journey – specifically
when customers are on the order page trying to navigate
through their different solutions and packages.

> We're constantly looking for new ways to provide quality
> service. We wanted to add an additional contact point
> where customers could get immediate answers. There
> are lots of people who don't like getting on the phone
> because they have to stop everything else they're doing
> until they get answers. Live chat is a faster and easier
> touchpoint for customers to get answers.
>
> **– Collin McNiel, Director of Account Management**

"Shockingly" Easy

When evaluating live chat solutions, customizability was
non-negotiable for StataCorp. They needed a solution that

adapted to their brand and how they worked. The first few solutions they tested did not meet expectations around flexibility and configuration.

After testing Comm100, Collin knew they didn't need to look any further. The user-friendly interface ensured a smooth implementation from the very start and made it easy for StataCorp to get up and running. Within minutes, they were live and ready to deliver exceptional service.

> Comm100 is very easy to use. We found that there was virtually no learning curve, and we were able to train our agents in under 20 minutes. It's so user-friendly and shockingly easy, everybody was able to learn it on their own.
>
> **– Collin McNiel**

Their new and highly responsive customer service channel is a win for both their customer service team and their customers. User adoption was immediate - chats began flowing in steadily as soon as they went live. Comm100's live chat solution also helped StataCorp improve communications with their international customer base, allowing users to submit support queries on their own terms, wherever they are and whenever they want.

More personalized, more meaningful interactions

Live chat helps StataCorp serve their customers throughout the entire customer journey. With real-time support, customers get immediate answers to their questions and go from cart to purchase much more easily. During the post-sales experience, live chat helps customers implement StataCorp solutions more quickly and with less effort.

Since implementing Comm100's live chat solution, StataCorp's customer service team has been able to handle customer queries more efficiently, connect their audience to the right technical resources, and create more personalized, meaningful interactions.

Thanks to Comm100's automatic round-robin chat allocation, StataCorp has increased agent productivity and accepts 97.7% of all chat requests. This ensures agents aren't overwhelmed and customers aren't left waiting.

Success has been easy to track with live chats receiving an average user rating of 4.86 out of 5. Users appreciate the one-to-one contact and how their agents are both sincere and personable. In fact, StataCorp enjoys a high level of recurring chat users who have validated this channel as an effective means of customer support. Demand for chat has seen steady growth, and further confirmed its status as a competitive differentiator for StataCorp.

> We want to give our customers and users as many different options as possible for reaching us. We're constantly trying to make sure we're going overboard on support. In this day and age, you really have to set yourself apart from your competition. One of the ways we achieve that is through our support. You won't find any other statistical software provider that matches our level of support.
>
> **– Collin McNiel**

Wrap-up

For StataCorp, live chat is both a competitive differentiator and a critical customer experience channel. It allows their agents to connect with customers in real time, solve their problems, and build more personal relationships across their entire journey. Going forward, they plan to extend their live chat hours for their west coast customers and add more agents to help deal with seasonal peaks.

About Stata

StataCorp develops, distributes, and supports Stata software. Stata statistical software is a general-purpose system intended for use by research professionals. It is available for Windows, Mac, and Unix computers, and provides full data manipulation, visualization, statistics, reproducible reporting, and matrix language capabilities.

Comm100

Let's chat

Comm100 is a leading global provider of omnichannel customer experience solutions with a mission to make online service and support delivery more genuine, more personalized, and more productive through meaningful conversations. Let us show you how.

Learn more