



Chat Smarter: An inside look at how top brands are power-using live chat



Your Hosts



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1

You don't know chat: common myths that you may believe

2

How chat can solve your biggest customer service roadblocks

3

Strategies and techniques to disrupt your live chat program and deliver better impact





Four common *myths* about chat

Myth #1: Chat needs agents available 24/7



Bot stats	2018	YTD 2019	YOY Change
Bot chats per month	80,000	92,012	276%
% of total chats involving a bot	59.08%	55.45%	- 6.02%
Bot-only chats from start to finish	26.65%	38.22%	43.41%



Myth #2: Chat is only text-based



Co-browsing	2018	YTD 2019	YOY Change
Average sessions per month	93	128	37.63%

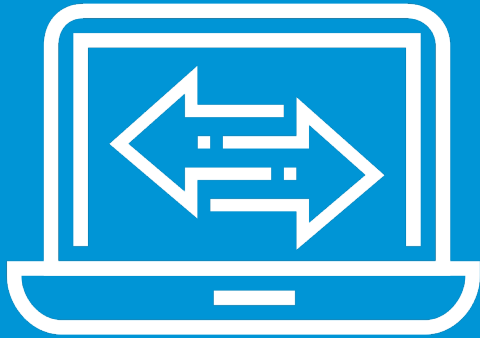
Rating	All chats	Co-browsing
Customer Satisfaction	4.20	4.34

“Companies increasingly leverage visual engagement - video, cobrowsing, screen sharing, and annotations - to cut through the customer conversation clutter, to be better understood, and to connect emotionally.”

Forrester, 2017



Myth #3: Chat is only for simple queries



Live chat stats	2018	YTD 2019	YOY Change
Chat Duration	11 min 53 seconds	13 minutes 2 seconds	8.94% (69 seconds)
Canned Message Usage	68.76%	62.30%	- 9.39%
Customer Satisfaction rate	83.10%	83.45%	0.42%




Myth #4: Chat is best used for triage



Live chat stats	2018	YTD 2019	YOY Change
CSAT	83.10%	83.45%	0.42%
Mobile Chats	51.68%	71.46%	38.27%
Total chats annual projected trend	45M	59M	30%
Total mobile chats annual projected trends	23M	42M	80%

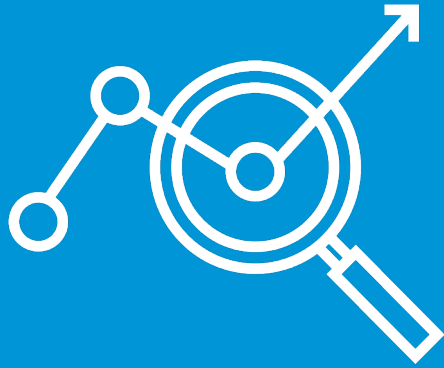




How chat can
solve your three
biggest customer
service roadblocks 



Common customer service roadblocks



Customer
accessibility

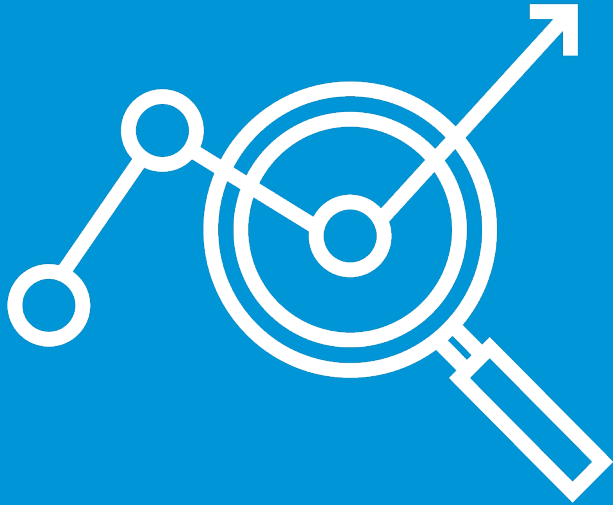


Personalized
customer
experiences



Seamless agent
experiences

Customer Accessibility



Why this is a problem:

- Barriers to service
- Increased churn

Chat solves for this by:

- Improving access, on their terms
- Extending service hours via bots





Personalized customer experiences

Why this is a problem:

- Customers repeating themselves
- Oblivious agents

Chat solves for this by:

- Routing & segmentation
- Rich media





Seamless agent experiences

Why this is a problem:

- Inefficient workflows
- Longer resolutions

Chat solves for this by:

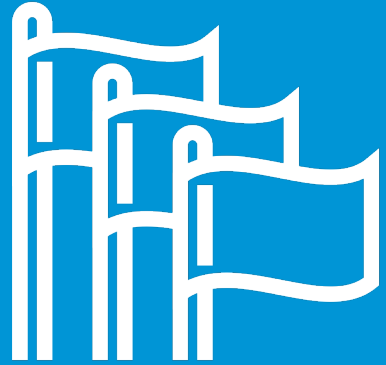
- Integrated KBs, CRM and other data
- Single agent console
- Agent-facing AI





Five strategies to disrupt your chat program

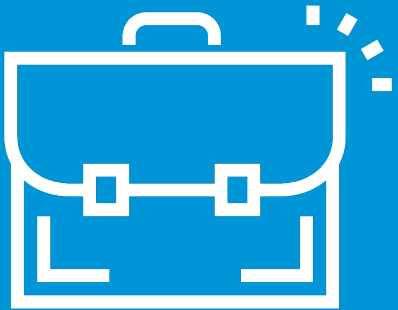
1. Take advantage of live chat's unique capabilities



- Co-browsing
- Audio/Video chat
- Proactive invitations
- Multimedia (images, video, attachments)
- Canned messages & KB
- Campaigns



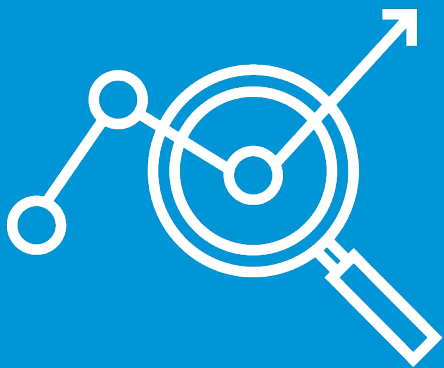
2. Use all available data



- Identify the customer
 - CRM integrations
 - Single sign-on
- Serve them quicker
 - Up-to-date, easily accessible data sources



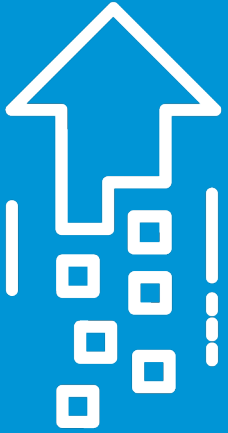
3. Look beyond conventional metrics



- While conventional metrics like CSAT, NPS, and FCR apply to live chat, consider diving deeper:
 - Ratio of chat duration to CSAT, long chats are not necessarily bad!
 - Self-serve impact on chat stats
 - How co-browsing impacts live chat customer satisfaction



4. Create a continuity plan



- Do not set it and forget it
- Review your metrics regularly and incorporate feedback to improve your service standards
- Take advantage of new functionality
- Stay abreast of industry / regulatory changes
- Commit to maintenance and improvement
- Build in flexibility



5. Seek out the experts



- A good vendor makes sure you don't go it alone and helps lay out your training, integrations, and customization work
- If your customers expect more from you, shouldn't you expect more from your live chat?



Thank You!

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