

# Agent Assist ROI Report for An Organization Like Yours

From growing chat volumes to rapidly evolving product knowledge requirements, your agents have a lot to deal with. Here's how Agent Assist can help them keep up.



**\$136,584**

**Savings with  
Agent Assist**



**687.7%**

**ROI  
in Year One**



**47**

**Payback period  
(days)**

## Benefits of Agent Assist



### Deliver better service

Agent Assist 'listens' to visitor chats and suggests answers to your agents so they don't have to spend time hunting for information. Faster resolutions lead to happier customers.



### Train agents faster

Agent Assist expands product knowledge and reduces training time by helping your agents learn in real time, when they need to know.



### Fill knowledge gaps

Despite being on the front lines of customer support, your agents don't have the time or the means to identify the topics they don't know enough about. Until now.

## Your current operations

Here's the summary of what you shared with us about your live chat team in the online calculator. We used this data to calculate your current capacity and time spent chatting and looking for answers.

### Your team

**20**  
# of agents

**\$50,000**  
Typical agent  
compensation

**\$1,000,000**  
Total team annual  
compensation

### Your contact center

**8**  
hours of operation  
per day

**5**  
days/week

**50**  
weeks/year

### Your chats

**15 minutes**  
Average chat  
length

**3**  
Concurrent chats  
per agent

## How your agents are using their time

**7.2 out of 8**  
Available hours per days

**90%**  
Time spent chatting

**13%**  
Time spent searching for answers

**1,131**  
Total person-minutes  
spent **chatting** per day

**\$866,667**  
**Chat** cost  
per team per year

**174**  
Total person-minutes  
spent **searching** per day

**\$133,333**  
**Search** cost  
per team per year

## By the numbers



### Your current team

This is what your operation looks like today:

<b>15 minutes</b>
Average chat length
<b>435,000</b>
Annual chat capacity
<b>\$2.30</b>
Labor cost per chat
<b>87</b>
Daily chat capacity per agent



### Your current team with Agent Assist

If you could eliminate search time completely:

<b>13 minutes</b>	
Average chat length	
<b>500,000</b>	
Annual chat capacity	
<b>\$2.00</b>	That's a <b>13.0%</b> decrease in cost
Labor cost per chat	
<b>100</b>	That's a <b>14.9%</b> increase in capacity
Daily chat capacity per agent	

## The impact

Adding Agent Assist to your current team of **20** agents for an incremental cost of **\$20,400** will reduce your per-chat costs by **13.0%** and extend your total chat capacity by **14.9%** or **65,000** more chats per year. That's the equivalent of **3** additional full-time agents.

## Alternatively

With a new annual capacity of **25,000** chats per agent using Agent Assist, you will need **17** agents to handle your current volume. This will reduce your total chat-related costs by **\$136,584**.

### Something to consider

Based on your specified office hours, chat length, and concurrency, each agent will be able to handle **14** chats per hour thanks to Agent Assist. That equates to an annual capacity of **25,000** chats. You will need to hire another agent each time your total chat volume surpasses a full increment of your per-agent capacity, within a tolerance of your organization's acceptable queue time.

# Diving Deeper



## Beyond Live Chat

Live chat is the broad tip of the digital customer experience sword; depending on your customer demographics, you should also consider other channels including text messaging, social media, and email – all of which can be managed with the Comm100 platform!

## To Bot or Not to Bot

Chatbots - powered by artificial intelligence or more basic technology - can help you extend your customer experience reach even further. Always on, always available, and easily programmable to handle everything from the simple questions you get to more complex transactional situations, chatbots are a key self-service channel increasingly acceptable to your customers.



## 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 – accessible independently and from the chat window - can deflect these common questions away from your live support team, freeing them to focus on the harder and more interesting questions.



## The Omnichannel Future is Here

Your customers don't think in channels, so neither should you. They also expect your agents to know their whole story. So you need a system that makes easy work of tracking the customer journey, shining light on every touch point and putting relevant information at your agents' fingertips. Don't settle for anything less.

## 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](#)