Comm100

Live Chat ROI Report for
An Organization Like Yours

Live chat is the right move for your customer experience strategy - now you have the proof you need to build your business case. Based on the data you selected in our online calculator, this report paints the full financial picture of the impact live chat can have on your organization.

40%
Ratio of chat cost to call cost

12,190.7%
ROI in Year One

3.0
Payback period (days)

Benefits of Live Chat

Personalized

Live chat lets you have genuine, 1-on-1 conversations with your customers wherever they are, whenever they want. Engage with them through text, audio, or video, share documents and pictures, and address their needs instantly and completely!

Convenient

It's the digital age – who wants to pick up the phone anymore? With live chat on your website and in your mobile app, your customers are always one click away from getting the service they need. And they don't have to stop everything else they're doing to talk to your agents.

Flexible

You can deploy Comm100 Live Chat when and where you want to match or extend your customer service strategy, without ever compromising on your brand. You can even program it to invite your visitors when they've met your qualifications.

Your team

Here's a summary of what you shared with us about your contact center team in the online calculator. We used this information to calculate your live chat capacity and its labor-related costs on the next page. There's more that goes into the complete story than just labor, but this view gives you a good sense of your resources and associated expenses.

50
# of agents

$50000
Typical agent compensation

8 hours/day   **5** days/week
Call center hours

$2,500,000.00
Total team annual compensation

Something to consider

Adding or moving to live chat will change who you hire to support this channel. For example, spoken language skills become less important than written. It's also easier to use remote employees as cloud-based live chat technology is easier to deploy. Finally, live chat gives agents a broader range of support options like file sharing, screen sharing, and more, requiring perhaps a more technologically literate employee.

You've chosen the Business package

What's included:

• Everything in the **Team package**, plus:

• Multi-language chat and auto-translation

• Audio-video chat

• Routing by department

• Advanced auto chat invitation

• IP Restriction

• Access to pre-built Integrations

• Post-chat survey and rating

• Custom variables

• Advanced UI customizations

• Extended reporting

• Flexible deployment options (cloud, private, on-premise)

$49 PER AGENT
PER MONTH

By the numbers

Considering your chosen inputs:

6 minutes average call length | 10 minutes average chat length | 3 concurrent chats per agent

Phone

This is what your operation looks like today.

1,040,000
Calls per year

Phone + Chat

By deflecting 25% of your queries to chat:

1,040,000
Total queries per year

780,000
Calls per year

260,000
Chats per year

50
# of phone agents

45
Total # of agents

38
# of phone agents

7
# of chat agents

$1
System cost per call

$2.40
Labor cost per call

$3.40
Total cost per call

$1
System cost per call

$2.44
Labor cost per call

$3.44
Total cost per call

$0.02
System cost per chat

$1.35
Labor cost per chat

$1.37
Total cost per chat

$2,500,000.00
Labor cost per year, phone

$1,040,000.00
System cost per year, phone

$3,540,000.00
Total cost per year, phone

$2,250,000.00
Labor cost per year, phone + chat

$784,116.00
System cost per year, phone + chat

$3,034,116.00
Total cost per year, phone + chat

You could save $505,884 with live chat.

Something to consider

Based on your specified office hours, chat length, and concurrency, a single agent can handle 18 chats per hour. That equates to an annual chat capacity of 37,440. 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.
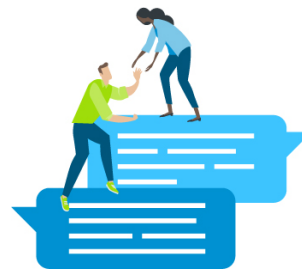
The Omnichannel Future is Here

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