HIGHER EDUCATION

Q2 2022 Live Chat Performance Metrics

From analyzing thousands of data points that have passed through the Comm100 platform in Q2 2022, here are the latest live chat benchmark metrics from higher education. Take a look to understand how well your team is performing, where you need to improve, and how you stack up against your competitors.

4.4 CUSTOMER SATISFACTION SCORE (CSAT)
Ratings on a scale of 1-5

6.1 QUEUE LENGTH
Number of visitors waiting to chat

40.3% MOBILE CHATS
Number of total chats on mobile

3m11s RESPONSE TIME
Time it takes for agent to send first message

21s WAIT TIME
Time visitor waits to be connected to agent

87.6% CSAT RATE
% of CSAT ratings with score of 3/5 or higher

10.9 MESSAGES PER CHAT
Total number of messages by agent & visitor per chat

16m 52s CHAT DURATION
Time visitor and agent are in conversation

Would you like to achieve these metrics? Check out Comm100 Live Chat to learn more.