Q1 2022 Live Chat Performance Metrics

From analyzing thousands of data points that have passed through the Comm100 platform in Q1 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.

- **Customer Satisfaction Score (CSAT)**: 4.5
  - Ratings on a scale of 1-5

- **Queue Length**: 9.3
  - Number of visitors waiting to chat

- **Response Time**: 56.4s
  - Time it takes for agent to send first message

- **Wait Time**: 31s
  - Time visitor waits to be connected to agent

- **CSAT Rate**: 90.4%
  - % of CSAT ratings with score of 3/5 or higher

- **Mobile Chats**: 41.7%
  - Number of total chats on mobile

- **Messages per Chat**: 11.4
  - Total number of messages by agent & visitor per chat

- **Chat Duration**: 16m 30s
  - Time visitor and agent are in conversation

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