Comm100

The Comm100 AI Live Chat Benchmark Report

2026



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Foreword

Customer service has always been a test of character. Not in speeches or slogans, but in the quiet moments when a customer needs help and chooses to trust you with their time. In those moments, the strongest brands do not simply respond. They make the customer feel seen.

Your customers have more choices, less patience, and a stronger expectation that service should be immediate and effortless. That reality is forcing a new standard: support cannot simply be responsive. It must be reliable, consistent, and capable of scaling without losing its humanity.

AI implementation is now central to that shift. Not as a replacement, but as a force multiplier for the teams who represent your brand.

Live chat remains the closest thing to a real conversation at digital speed. It is where urgency meets expectation, and where great service can turn a problem into confidence in a matter of minutes.

This year's report focuses on a singular theme: how live chat and AI work together to drive positive change and progress. And progress requires measurement.

The Comm100 2026 AI Live Chat Benchmark Report is based on an analysis of 220m+ live chat interactions and is built for leaders who want clarity in a fast-changing landscape. It introduces new metrics for teams to track, new industry-specific benchmarks, and how AI is reshaping the way support is delivered.

I hope the insights in this report help you set a higher bar, invest with confidence, and build customer experiences that earn loyalty, year after year.



Kevin Gao
CEO, Comm100

Key Findings — All Industries

Agent Workload (chats/agent/month)

2024	2025
1,275	1,201

Chat Duration (m:s)

2024	2025
8:50	8:50

Avg. Wait Time (seconds)

2024	2025
23.6	22.8

Avg. Response Time (seconds)

2024	2025
44.8	44.6

CSAT Score (1-5)

2024	2025
4.1	4.1

Chats on Mobile

2024	2025
77.9%	81.2%

Chats handled by the AI Agent

2024	2025
73.8%	75.3%

Chats resolved by the AI Agent

2024	2025
45.8%	44.8%

Chatbot Satisfaction

2024	2025
45.2%	49.3%

Chatbot-to-Agent CSAT

2024	2025
86.7%	92.6%

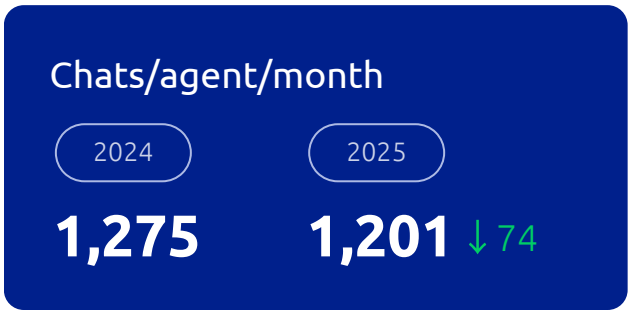
Agent Efficiency

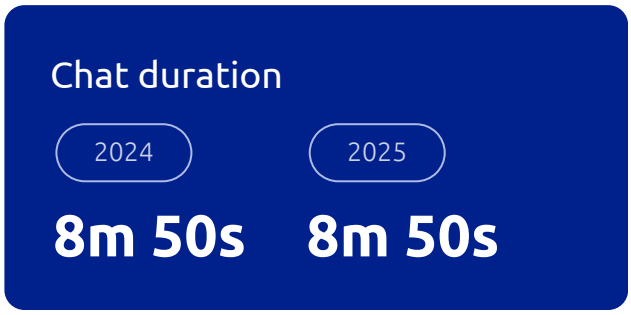
We're seeing changes in agent efficiency this year as companies adopt more AI across their support operations. Agent workload dropped 5.8% while chat duration held steady and response times continued their two-year improvement trend.

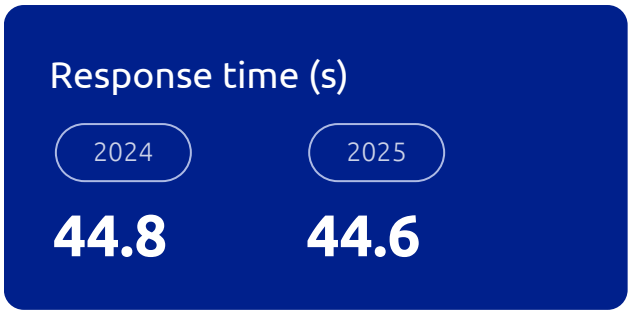
On the surface, fewer chats per agent may seem like declining productivity. But that's not true.

The Comm100 AI Agent now handles 75.3% of all incoming chats, up from 73.8% last year. The queries reaching human agents have changed. Routine questions that once filled agent queues are now resolved automatically, leaving agents to focus on complex issues that require judgment, empathy, or multi-step problem solving.

Flat chat duration despite lower volume supports this: agents aren't rushing through easier conversations. They're spending the same amount of time on harder ones.







Agent Workload

Last year, agent workload increased by 1.67%. This year, it fell by 5.8%, and that reversal tells a story.

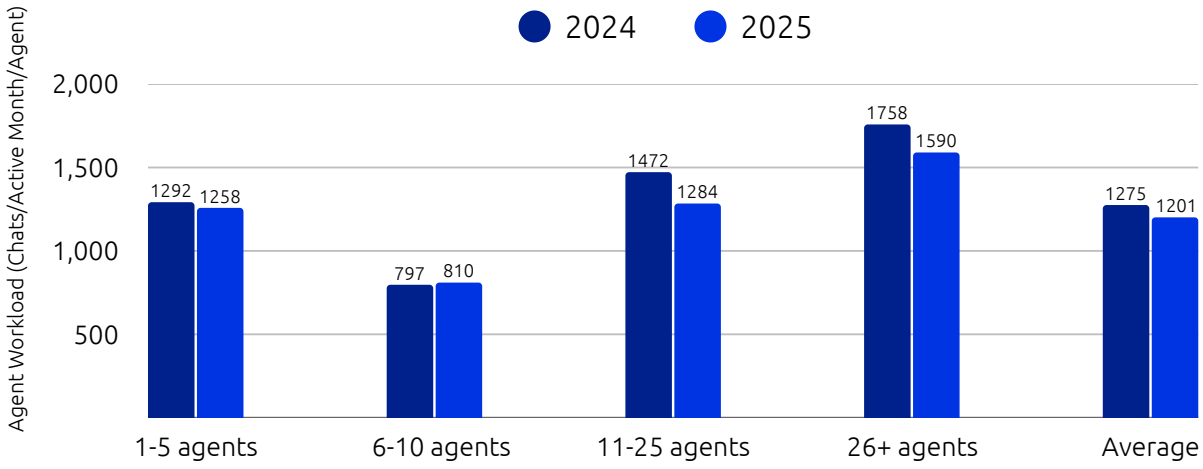
Agent workload dropped from 1,275 to 1,201 chats per month. For a team of 20 agents, that's roughly 1,480 fewer chats to handle each month — capacity that can be redirected toward complex cases, training, or quality improvements.

12.8% ↓

drop in agent workload for mid-sized teams (11-25 agents)

The decrease isn't uniform across team sizes. Mid-sized teams had the highest drop, followed by larger teams of 26+ agents at 9.57%, while small teams (6-10 agents) saw an increase of 1.7%.

Agent Workload by Team Size



This pattern suggests a threshold effect: organizations with 11+ agents have likely reached the scale where AI automation investments start paying off. These teams are large enough to justify bot investments but small enough to implement them without bureaucratic drag.

The gap between mid-sized and larger teams is notable. Enterprise organizations often have more complex approval processes and legacy system dependencies that slow automation rollouts, indicating that the efficiency gains are there, just delayed.

Agent Workload by Industry

iGaming **1,540** Chats / Agent / Month	Telecommunications **107** Chats / Agent / Month	Consumer Services **829** Chats / Agent / Month
Insurance **121** Chats / Agent / Month	Technology **299** Chats / Agent / Month	Transportation **273** Chats / Agent / Month
Media & Entertainment **369** Chats / Agent / Month	Banking & Finance **214** Chats / Agent / Month	Education **62** Chats / Agent / Month

- iGaming is again the leader in chat volume, with agents handling 1,540 chats per month on average, highlighting just how well-oiled the support machine is in the industry.
- As you might expect, the second is Telecommunications, with 12,250 chats in a month, but only 107 are handled monthly by agents, indicating streamlined query types and smart AI adoption.
- Lower-volume sectors like Education (62 chats/month/agent) and Government (49 chats/month/agent) clearly suggest staffing for peak demand, seasonality, and compliance requirements rather than steady-state throughput.

Chat Duration

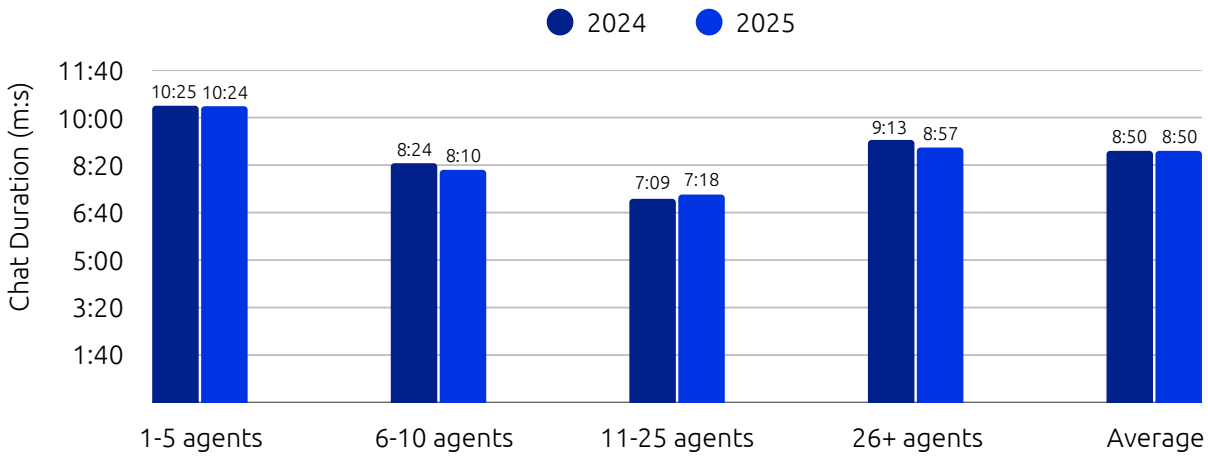
Chat duration held flat at 8 minutes 50 seconds on average for the second consecutive year, even though the durations fluctuated slightly based on team size. That stability, paired with the drop in agent workloads, points to something important: agents aren't speeding through easier conversations. They're maintaining the same depth on what appears to be a harder mix of queries.

2.91% ↓

drop in chat duration for large teams (26+ agents)

Interestingly, there was a marginal decrease in chat duration for every team size except those with 11-25 agents, which saw a slight 2% jump.

Average Chat Duration by Team Size



Small teams (1-5 agents) consistently run the longest conversations at over 10 minutes. Without specialized routing or tiered support, these agents handle everything — simple and complex alike. The lack of change year-over-year (-0.16%) suggests these teams have reached a natural ceiling without structural changes to how they operate.

For teams tracking this metric, the question shouldn't be "how do we get faster?" Instead, they should ask "are longer conversations a problem, or a sign that we're handling the right queries?"

Average Chat Duration by Industry

Travel & Hospitality **31m**	Technology **20m 36s**	B2C Ecommerce **20m 28s**
Consumer Services **16m 33s**	Health & Pharma **16m 17s**	Education **13m 19s**
Banking & Finance **13m 3s**	Insurance **12m 2s**	iGaming **6m 12s**

- iGaming's 6-minute 12-second average is the shortest in the dataset, but that's by design. Players don't want to chat — they want to get back to playing. Every interaction is optimized for speed: responses by AI chatbots, assisted routing, and agents that are trained to resolve interactions quickly.
- Despite fielding only 62 chats a month, the average time an agent spends per chat is 13 min 18s in Education. The longer duration also reflects the nature of education queries: they often require pulling information from multiple systems (student records, course catalogs, financial databases) and explaining options rather than just providing answers.
- Travel & Hospitality leads the pack at 30 min per conversation, up from 16m 43s from last year. Some of those 30 minutes is productive conversation; some is the customer waiting while the agent works in backend systems, highlighting the importance of offering other support channels like phone or email to customers.

Reading between the lines:
For iGaming, cutting even one minute off the 6m average duration would free capacity for approximately 3,000 additional chats per agent annually.

Customer Success Story: ITSM



"Comm100 was the most engaging company in terms of understanding our needs," says Tom Seelbach, Head of Contact Center Chat Systems. *"They offered us a dedicated server and tech team to handle the migration."*

ITSM operates as a comprehensive support services provider for the gaming industry, managing customer interactions for multiple gaming brands through their contact center.

With over 400 staff members and a 24/7 operating model that hasn't closed for a single day in 23 years, ITSM handles 3,000 to 3,500 chats daily across 250 active agent licenses. In 2024 alone, the team processed over 1.4 million chats.

In 2016, they moved to Comm100 as they found it better supported their complex requirements: skills-based routing across multiple departments representing agent expertise, multilingual interfaces for global gaming customers, and custom integrations with security-conscious gaming software.

Since moving to Comm100, they've seen their wait times drop by 58.6%, while CSAT and response times improved by 6.4%.

Customer Experience

Customer experience in live chat comes down to three moments:

1. How long someone waits before an agent responds
2. How quickly the conversation moves once it starts
3. The knowledge and supportiveness of the agent

Wait time shapes first impressions. Response time determines whether the interaction feels like a conversation or an interrogation.

This year, both metrics improved. Wait time dropped 3.4% to 22.8 seconds. Response time fell ever so slightly by 0.5% to 44.6 seconds.

The gains aren't dramatic, but they continue a multi-year trend of incremental progress. More interesting is where those gains came from — and where they didn't (see the wait times section below).



The CSAT remained consistent from last year at 4.1.

Wait Times

Wait time measures the gap between a customer initiating a chat and an agent accepting it. It's the first signal customers receive about whether a company values their time.

The overall 3.4% improvement masks significant variation by team size:

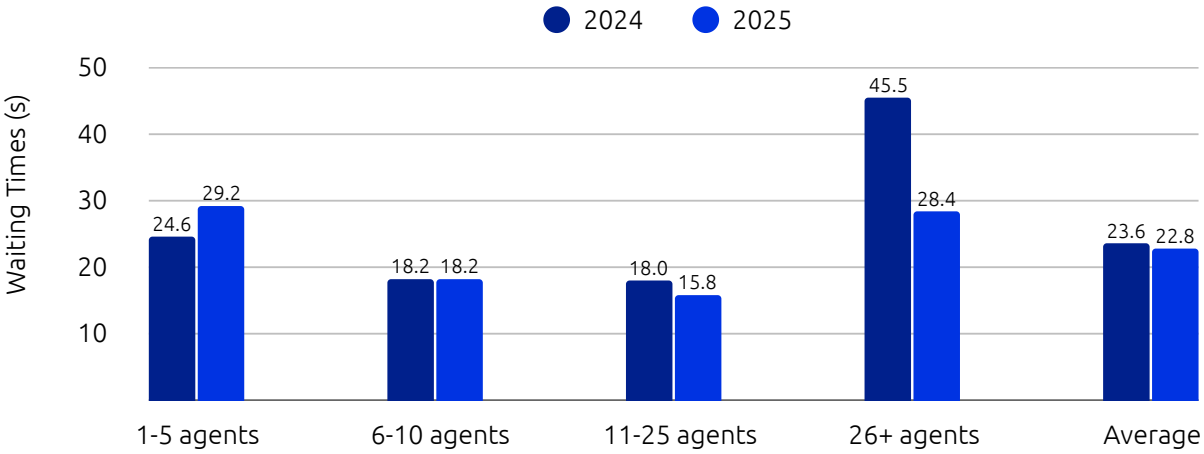
- Large teams (26+ agents) cut wait times by 37.5%, dropping from 45.5 seconds to 28.4 seconds. That's the kind of improvement that changes customer perception.
- Meanwhile, small teams (1-5 agents) saw wait times increase by 18.6%, climbing from 24.6 to 29.2 seconds.

Last year's report showed large teams (26+ agents) with the longest wait times at 45.5 seconds. This year, that pattern has reversed. Large teams reduced wait times dramatically, outperforming small teams (1-5 agents) who saw wait times climb.

The reversal points directly to AI and automation investments that scale with team size. With smart investments in AI infrastructure and tools that help with routing and instant responses, these teams can absorb volume spikes better, mitigating pressure on human agents.

> **Key Definitions: Wait Time**
>
> The time a customer spends waiting before their initial interaction with a support agent begins.

Average Wait Times by Team Size



For the first time in this report's history, team size correlates with shorter wait times rather than longer ones. The assumption that bigger teams mean slower service no longer holds when automation handles the front line.

Mid-sized teams (11-25 agents) also improved significantly at 12.4%, likely benefiting from similar tools at a smaller scale.

Small teams face a different reality. The 18.6% increase for 1-5 agent teams is a warning sign that they are not able to manage the number of incoming queries well enough and may need to make further investments or re-assess workload distribution.

Average Wait Times by Industry

Consumer Services **16.3s**	Banking & Finance **17.9s**	Travel & Hospitality **19.1s**
iGaming **20.2s**	Insurance **21.9s**	Transportation **25.1s**
Education **30.6s**	Government **53.6s**	Telecommunications **2m 28s**

- iGaming maintains strong wait times despite handling 25,647 chats per month, while Travel & Hospitality (19.1s) also performs well on wait time, even though conversations run long once they start.
- Education (30.6s) wait times are significantly higher than the 22.8s average. The 30-second wait reflects understaffing during peak periods and delayed technology adoption rather than structural issues.
- Government (53.6s) and Telecommunications (147.7s) are significant outliers, representing structural challenges rather than operational failures.

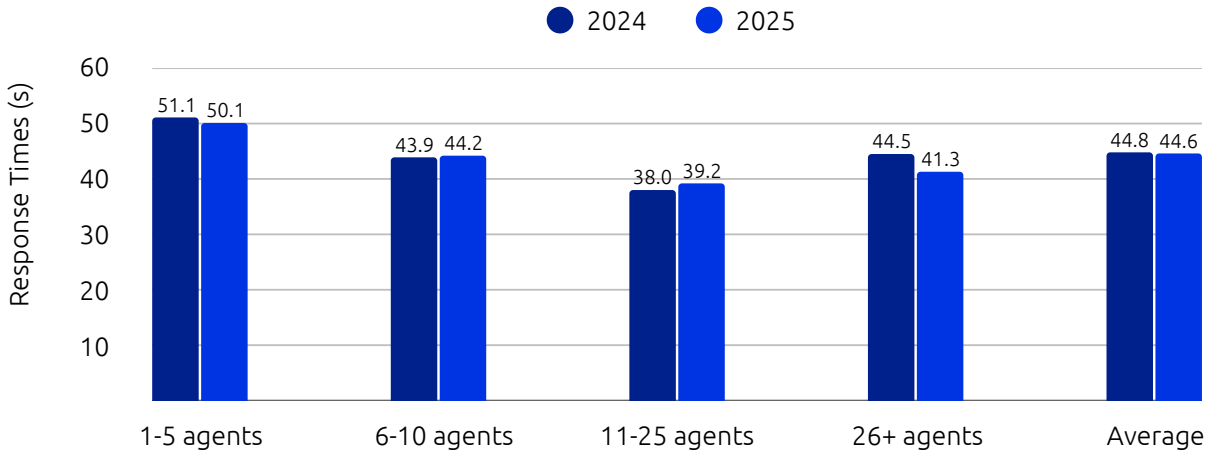
Response Times

Response time continues to trend in the right direction, albeit slowly. It dropped from 46.2 seconds in 2023 to 44.8 in 2024, and again marginally to 44.6 seconds this year (-0.5%). The gains are incremental, but the direction is consistent.

What's interesting is where those gains are coming from. Large teams (26+ agents) improved by 7.1%, the biggest jump across any segment. At scale, even small per-agent improvements compound.

If AI Copilot adoption continues to grow among enterprise teams, that could explain the outsized gains.

Response Times by Team Size



Key Definitions: Response Time

The average amount of time a customer must wait until they receive a response to each message they send.

Response Times by Industry

Travel & Hospitality **1m 59s**	Technology **1m 11s**	Consumer Services **35s**
Transportation **1m 7s**	Government **56s**	Banking & Finance **50s**
Education **46s**	iGaming **41s**	Business Services **53s**

- Out of 19 industries that we track, Consumer Services had the fastest response times (35s), where hesitation can cost conversions. Retail agents are trained to respond quickly, and many use templated responses or AI-assisted suggestions.
- iGaming (40.6s) and Education (45.5s) also perform well, with queries being more generic and agents having access to smarter tools and knowledge bases that surface answers quickly.
- Travel & Hospitality (1m 59s) is nearly double the next closest industry, likely because agents handling complex itinerary changes need time to research options across booking systems.

Reading between the lines:
Consumer Services combines the fastest response time (35.0s) with the shortest wait time (16.3s), setting the benchmark for speed-focused customer experience.

Customer Satisfaction (CSAT)

Customer satisfaction held flat at 4.1 out of 5 for the second consecutive year. In isolation, stability might look like stagnation. In context, it's a signal that efficiency gains aren't coming at the expense of quality.

Consider what changed this year: agent workload dropped 5.8%, while AI Agent handling queries increased to 75.3% Any of these changes could have disrupted customer experience. Instead, satisfaction held steady while operational efficiency improved.

The flat score also reflects a ceiling effect. At 4.1 out of 5, most customers are already satisfied. Moving from 4.1 to 4.3 requires eliminating edge cases — the 5% of interactions that go poorly due to unusual circumstances, agent error, or system failures. These are harder to fix than systemic issues.

For organizations benchmarking against this number, 4.1 represents a healthy baseline. Scores significantly below this warrant investigation into agent training, response quality, or resolution rates. Scores above 4.3 are exceptional and typically require deliberate investment in personalization or proactive support.

CSAT by Industry

B2C eCommerce **4.4**	Banking & Finance **4.0**	Consumer Services **4.4**
Education **3.7**	Government **4.3**	Health, Pharma & Biotech **4.5**
Insurance **4.3**	Manufacturing **4.4**	Media, Entertainment & Recreation **4.2**
Non-Profit **4.4**	Real Estate **4.9**	Technology **4.4**
Telecommunications **3.6**	Transportation **4.5**	Travel & Hospitality **3.9**
Construction **4.8**	iGaming **4.1**	Business Services **4.4**

- The highest CSAT was in Real Estate, followed by Construction. The lowest, to no one's surprise, was in Telecommunications.
- Interestingly, the CSAT in Education was on the lower end of the spectrum, at just around 3.7. iGaming, on the other hand, was right around the industrial average at 4.1.

Customer Success Story: McMaster University



"The support you get from Comm100 is great. The system is easy to use, and I would definitely tell [others] to take the plunge."

– George Bijelic, Program Manager.

McMaster University's Faculty of Health Sciences Graduate Studies Office supports approximately 25 graduate programs, with students distributed across hospital locations throughout the Hamilton, Ontario region rather than on central campus.

This geographic spread created unique challenges for academic advising: students needed real-time feedback on research proposals and program documents, but email-based communication stretched resolution times to two to four weeks for complex inquiries.

After implementing Comm100 Live Chat, the department transformed how it delivers student support. File transfer functionality became central to their advising model, allowing students to share academic documents during live conversations and receive immediate feedback. Cross-department routing enabled staff to transfer students directly to the School of Graduate Studies or appropriate program specialists without multiple redirections.

The results reflect what's possible with the right tools: Wait time improved by 39% to 2 minutes 14 seconds. First response time dropped by 66% to just 13 seconds. Resolution times for complex issues fell from two to four weeks to as short as one week, a 75% improvement, while their CSAT reached a perfect 5.

Operational Efficiency

Operational efficiency measures how well organizations leverage AI automation and channel optimization to scale support without proportionally scaling headcount.

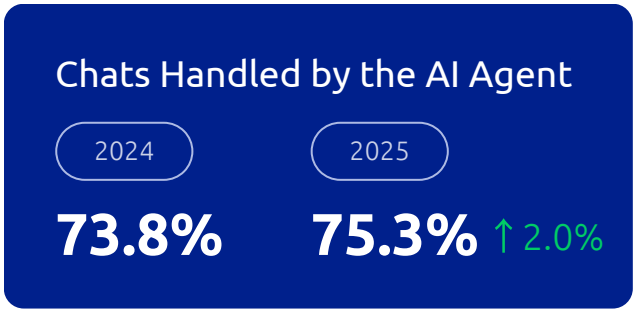
This year's data shows continued progress on AI adoption and mobile accessibility, with a notable improvement in how customers perceive bot-assisted experiences.

We now also have data on how the AI getting smarter results in better customer satisfaction, with the AI chatbot satisfaction rate jumping 9.1% to 49.3%.

We also saw a 2% increase in the average of all chats handled by the Comm100 AI Agent.

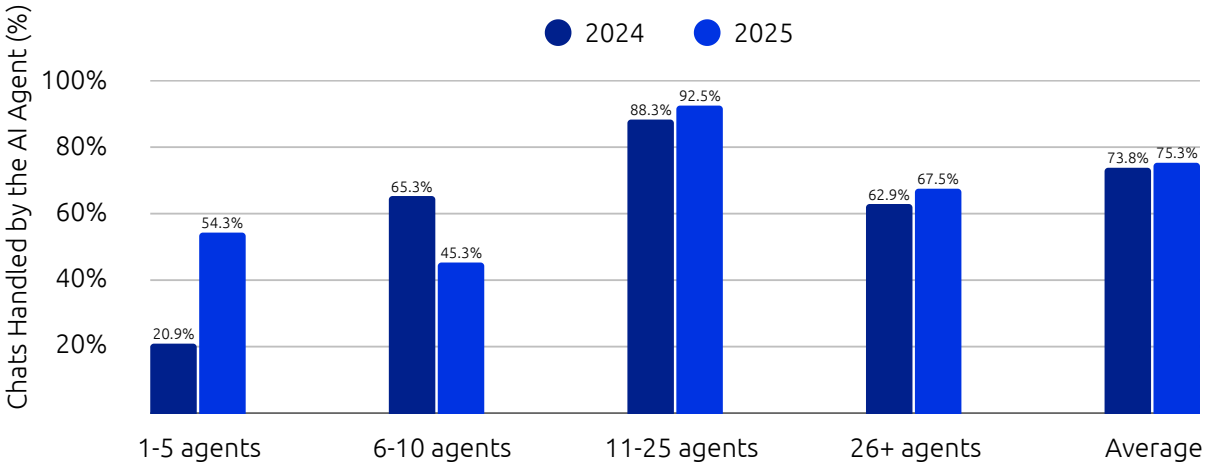
The AI chatbot-to-agent handoff satisfaction reached an all-time high of 92.6% (+6.9%). The pattern suggests organizations are getting better at using AI chatbots appropriately: handling more volume, setting realistic expectations, and routing complex queries to humans smoothly.

Percentage of Chats Handled by the AI Agent (Average)



The Comm100 AI Agent now handles 75.3% of all incoming chats, up 2.0% from 73.8% last year. This metric captures all chats where a bot engages first, whether the bot resolves the query entirely or eventually transfers to a human agent.

Average of Chats Handled by the AI Agent by Team Size



The small team segment (1-5 agents) stands out with a dramatic 159.6% increase in AI agent handling chats, jumping from 20.9% to 54.3%. This surge likely reflects new AI agent deployments among organizations that previously had no automation.

For resource-constrained teams, AI chatbots provide leverage that was previously only available to larger operations.

Mid-sized and large teams (11-25 and 26+ agents) both increased AI agent usage, with mid-sized teams now at 92.5% — meaning nearly all their chats touch an AI chatbot before reaching an agent. These organizations have operationalized automation as a standard intake process rather than an optional channel.

We saw a decline in the 6-10 agent segment, reflecting organizations that may have experimented with AI agents but have likely scaled back as they recalibrate.

> **Note:**
> This only includes accounts that have adopted AI chatbots to augment their customer support.

Average of Chats Handled by the AI Agent by Industry

Insurance **99.9%**	Telecommunications **99.9%**	iGaming **75.6%**
Health & Pharma **62.2%**	Education **90.4%**	Government **94.1%**
Technology **54.8%**	Banking & Finance **97.1%**	Consumer Services **27%**

- iGaming's 75.6% sits just below the top tier despite the industry's operational sophistication, likely reflecting player expectations for immediate human access in time-sensitive situations.
- Education's 90.4% bot handling rate paired with 75.9% AI chatbot resolution suggests universities have built effective self-service for common queries. Only 1 in 4 bot interactions requires human escalation.
- Insurance and Telecommunications both hit 99.9% bot handling, the highest rates in the dataset. At this level, the question shifts from "should we use AI chatbots?" to "how do we optimize bot-to-agent handoffs?"

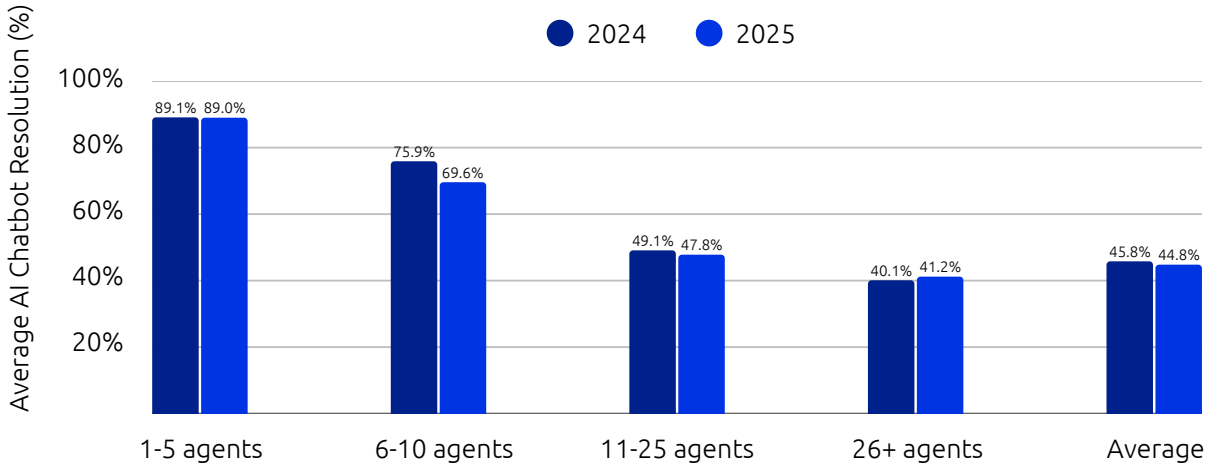
Chats Resolved by the AI Agent (Average)

To recap, this metric evaluates how effectively AI chatbots can handle and satisfy inquiries without any human intervention required. It showcases the maturity of AI tools and its ability to provide accurate resolutions autonomously.

This year, we saw a marginal drop of 2.3% in resolution rates, to 44.8% from 45.8% last year. The decline isn't necessarily negative, and could imply better human handoff. Instead of just leaving the chat, more people can now directly chat with an agent who handles the conversation seamlessly, delivering a much better customer experience.

As bots handle a larger share of incoming chats (now 75.3%), they're encountering more edge cases and complex queries that require human escalation. A broader net catches more fish, but also more debris.

Average AI Chatbot Resolution by Team Size



Small teams (1-5 agents) maintain the highest resolution rate at 89.0%. This reflects simpler AI chatbot deployments focused on narrow, well-defined use cases where resolution is binary: the bot either answers the question, or it doesn't.

We see a slight 2.9% increase in resolution rates in larger teams, especially as they also handle vastly more volume. A 41.2% resolution rate across millions of chats delivers more total value than a much higher rate across a few thousand conversations.

And, echoing the results of the previous in the 6-10 team segment, AI chatbot resolution rates decreased by 8.31%, likely due to these teams re-evaluating their AI strategies.

Average AI Chatbot Resolution by Industry

Non-Profit **97.7%**	Manufacturing **78.4%**	Education **75.9%**
Banking & Finance **75.2%**	Government **67.6%**	Technology **67.3%**
Telecommunications **63.9%**	Health & Pharma **45.8%**	iGaming **38.1%**

- Education (75.9%) and Banking & Finance (75.2%) achieve strong autonomous resolution rates through extensive knowledge bases and well-trained intent classification.
- iGaming's 38.1% resolution rate means 61.9% of AI chatbot-handled chats transfer to agents. For an industry processing hundreds of thousands of chats per month, that's significant agent volume.
- Industries with near-universal AI chatbot resolution rates (Insurance at 99.9%, Telecommunications at 99.9%) show moderate resolution rates (37.9% and 63.9% respectively), indicating a strategic choice. These industries use bots for intake and classification, ensuring every chat is properly categorized before human handoff.

Reading between the lines:
In iGaming, AI chatbots currently deflect about 7,400 chats per month that would otherwise require human handling. Based on this year's data, AI chatbots can save operators roughly 5 agents per site by resolving queries without any human intervention.

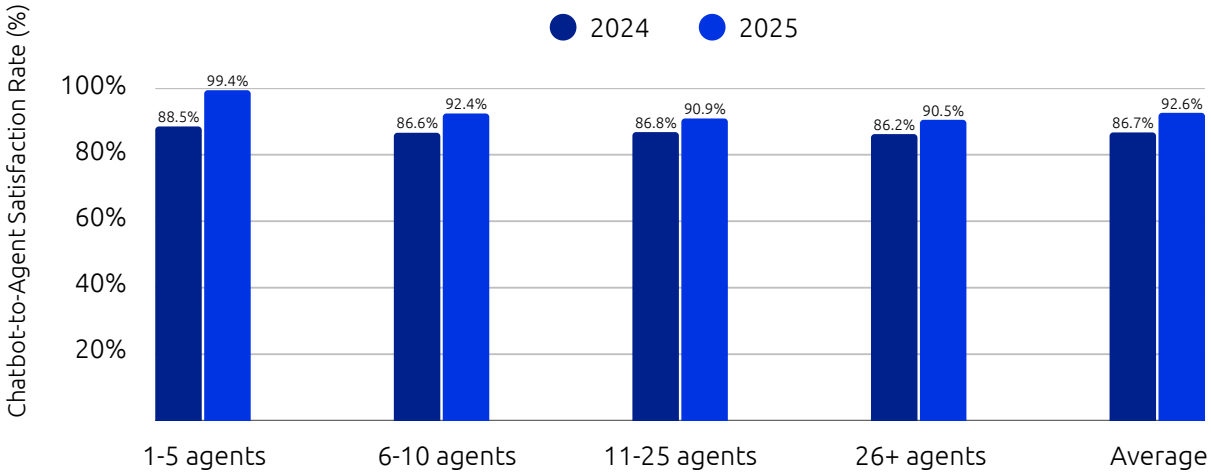
AI Chatbot Satisfaction (Average)

Chatbot satisfaction jumped to 49.3%, up 9.1% from 45.2% last year. This is the largest year-over-year improvement among all metrics in this report.

The improvement reflects better AI chatbot experiences across multiple dimensions: better AI, more accurate responses, clearer escalation paths, and reduced friction in handoffs. Customers are increasingly accepting AI chatbots as a legitimate support channel rather than an obstacle to human help.

Organizations investing in conversational AI, knowledge base integration, and intent training are seeing returns in customer perception. As bots become more capable, satisfaction will continue to climb.

Average Chatbot-to-Agent Satisfaction Rate



The handoff from bot to human agent is historically where automation falls apart with as frustrations rise. This year's data tells a different story though.

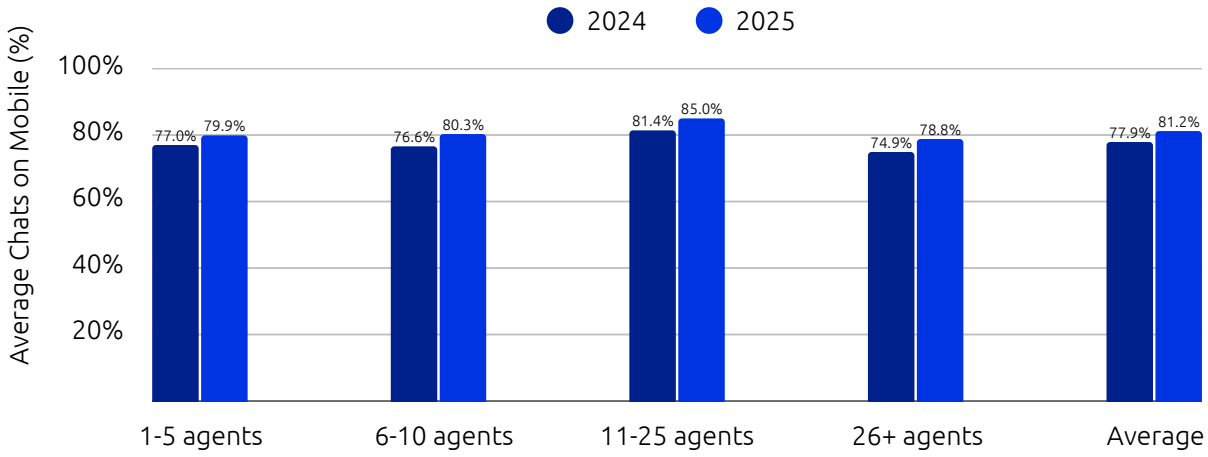
Bot-to-agent satisfaction climbed from 86.7% to 92.6%, a 6.8% increase that signals a fundamental shift in how AI chatbots and agents work together. Teams are building coordinated workflows where bots handle intake and qualification, passing agents the full context: customer details, intent, and conversation history.

Agents receive more detail right from the start. Tools like AI Copilot give agents instant access to what's been tried already. Plus, smarter routing connects customers to the right specialist faster.

Chats on Mobile

Mobile chat now accounts for 81.2% of all live chat interactions, up from 77.9% last year, a 4.3% increase. The trajectory has been consistent for years: customers prefer to engage from wherever they are, and that's increasingly on a phone.

Average of Mobile Chats by Team Size



Every segment saw mobile increases between 3.8% and 5.3%. This isn't a trend driven by specific industries or organizational sizes; it's a universal shift that we've been seeing for a while.

Mid-sized teams (11-25 agents) lead at handling 85.0% chats through mobile, likely reflecting organizations that have actively optimized their chat experiences for mobile interfaces. Large teams showed the biggest improvement at +5.3%, suggesting enterprise investments in mobile-responsive chat widgets are paying off.

For organizations still designing chat primarily for desktop, this data makes the case for mobile-first thinking. Four out of five customers will engage from a phone.

Average of Mobile Chats by Industry

iGaming **94.8%**	Construction **69%**	Health & Pharma **58.1%**
Government **39.8%**	Transportation **39.7%**	Travel & Hospitality **60.6%**
Consumer Services **48.6%**	Education **32.5%**	Media & Entertainment **64.6%**

This year, every industry saw an increase in the number of mobile chats. iGaming's 94.8% mobile rate reflects how players access gaming platforms; primarily through mobile apps where support is embedded directly in the experience. When nearly all your customers are already on mobile, chat naturally follows.

Education's 32.5% is the lowest among major industries, but this isn't a gap to close — it reflects the academic support model. Academic advising, financial aid questions, and registration issues require referencing documents, navigating portals, and filling forms. Laptops and library computers remain the natural environment for these tasks.

Accelerate Your Support Performance with the Comm100 AI Suite

This year's benchmarks reveal teams that are working smarter, not harder. Whether you're looking to scale AI adoption and automation, empower your agents with AI, or unify support operations, Comm100 offers the omnichannel platform and the expertise to help you get there.

Our omnichannel support tools include:



Live Chat

Live Chat connects you in real-time with text, audio, video, and screen sharing, backed by 80+ features and AI-powered productivity tools.

Learn more



Ticketing & Messaging

Ticketing & Messaging unifies email, SMS, social media, and instant messaging in one central inbox with AI-driven automation.

Learn more



Knowledge Base

Knowledge Base powers self-service, equips support reps, and fuels AI tools from a single trusted content hub.

Learn more



Queue Management

Queue Management streamlines the queuing experience with real-time notifications, accurate wait times, and optimized agent allocation.

Learn more

Introducing the Comm100 AI Suite

The Comm100 AI Suite is a collection of AI tools designed for leading customer support teams:



AI Agent

AI Agent is an autonomous chatbot that handles up to 80% of customer queries with context-aware, human-like responses.



AI Copilot

AI Copilot is a real-time assistant that gives human agents instant suggestions, automated workflows, and on-demand answers.



AI Insights

AI Insights is an analytics engine that surfaces customer sentiment, resolution status, and key business patterns for managers.



AI Knowledge

AI Knowledge finds and fixes knowledge gaps fast by automating article audits and drafting new content from real conversations.



AI Quality Assurance

AI Quality Assurance auto-scores every conversation and turns findings into one-click coaching moments for consistent service quality.



AI Onboarding

AI Onboarding enables CS leaders to deploy effective training in minutes with simulation-based learning and instant scoring to get new agents ready faster.

Learn more

Comm100

Let's Chat!

Comm100 is an omnichannel customer engagement platform designed to streamline the way businesses interact with their clients. With AI-powered solutions encompassing live chat, email, ticketing & messaging, and AI Agent, Comm100 empowers support teams to deliver personalized, real-time assistance across multiple channels.

Let us show you how.

Contact Sales