

# Making Chat the Cornerstone of Your World-Class Omnichannel Experience

How does your current chat program stack up?

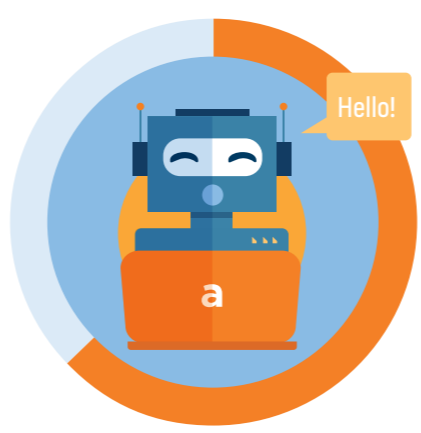
Today's consumers expect interactions to go beyond the traditional phone call—they expect to engage with brands via web, messaging, mobile and social platforms. Companies are challenged to rapidly deploy new technology, talent and operational models while simultaneously reducing risk and improving efficiency.



## So. Are you ready?



**72%** of customers expect an agent to know their query details without asking for them.<sup>1</sup>

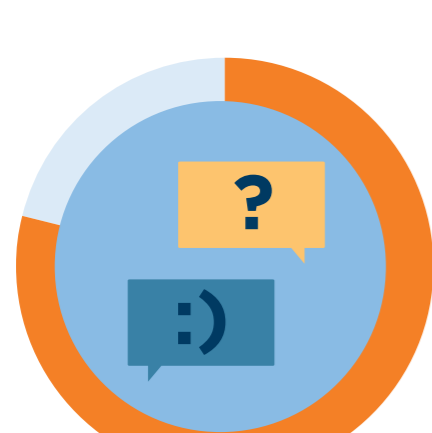


**63%** of visitors are more likely to revisit a site that offers live chat.<sup>2</sup>



**64%** of internet users say 24-hour service is the best feature of chatbots.<sup>3</sup>

## Increasing Revenue with Live Chat



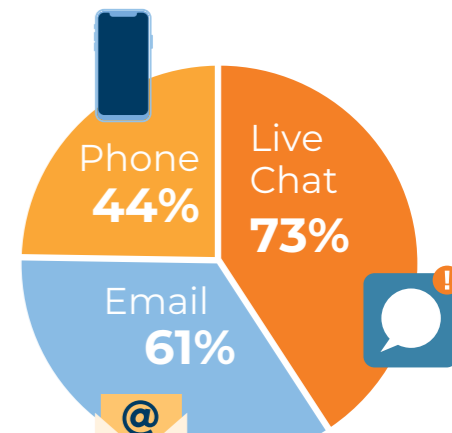
**79%** of companies using live chat say it has had a positive effect on their sales, revenue, and customer loyalty.<sup>4</sup>



**44%** of consumers think the ability to talk to an agent while purchasing online is one of the best features a website can offer.<sup>5</sup>



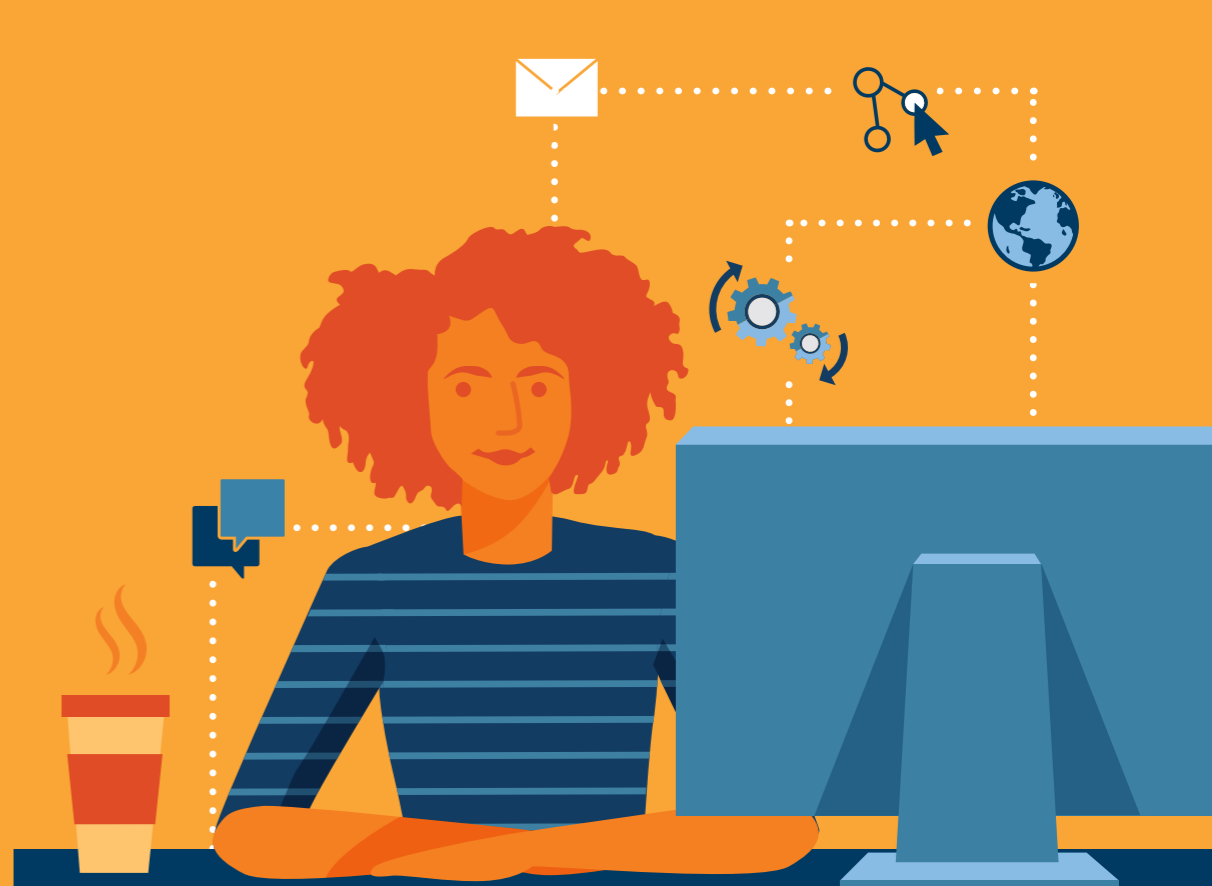
**38%** of customers plan to buy more if live chat support is offered during their buying experience.<sup>6</sup>



Live Chat leads the back in customer satisfaction among channel support choices.<sup>7</sup>

Engage with customers on their channel of choice to drive higher CSAT and CX.

## How can you build a world-class chat program?



### Agent Selection

Critical elements of successful chat are:



Written Communication Skills



Reading Comprehension

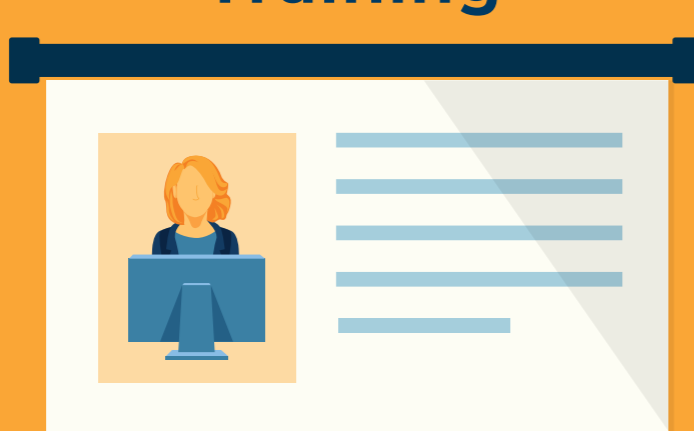


Multi-tasking



Web Savviness

### Training



Developed specifically for chat agents

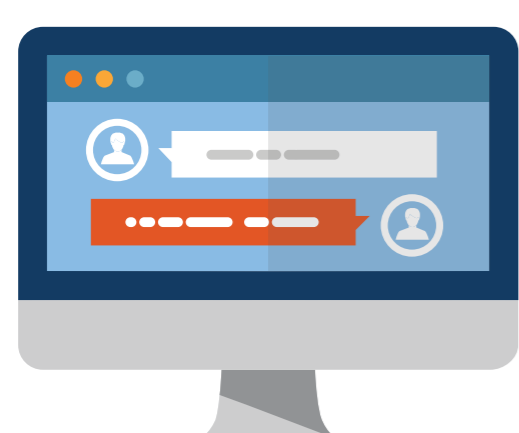
### Tools



A world-class chat platform should include:

- Predefined snippets of text
- Co-browse/co-view
- Ability to send transcripts
- Last visited page info
- Typing tracker
- Proactive chat offers

## What makes a world-class chat interaction?



### Pace and Personalization

**79%** of customers appreciate Live Chat because they receive immediate answers.<sup>8</sup>



### 'Always-on' Availability

**75%** of consumers say it's very important to be able to interact with a company on their personal schedule; Live Chat apps offer connection for consumers—24/7/365, in some cases.<sup>9</sup>



### A Knowledgeable Workforce

Providing training to the agent so that they have extensive knowledge about the products/services to motivate the customers to purchase.<sup>9</sup>

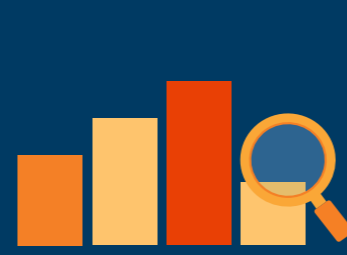
## Using Insight from Chat Interactions to Improve the Overall Experience

Give your customers the ability to seamlessly and naturally connect with your brand.



### Individual Chat Agent Performance

Determine who is mastering the medium and fine tune your hiring and agent readiness programs.



### Entity Level Answer Metrics and Satisfaction Data

Find out if the experience is measuring up to expectations—and adjust staffing accordingly.



### Visitor/Traffic Data

Discover where your web and self-service channels are falling short.

## Unify Your Digital Channels

Remove the complexity from deploying live chat solutions by integrating into an omnichannel solution with a faster, more flexible, and more intuitive platform to deliver a better customer experience at a lower cost.



For more best practices on digital customer care, please visit [alorica.com](http://alorica.com)

### References

<sup>1</sup>Help Scout | <sup>2</sup>SuperOffice | <sup>3</sup>Smallbizgenius | <sup>4</sup>Kayako | <sup>5</sup>Acquire | <sup>6</sup>REVE Chat | <sup>7</sup>Acquire | <sup>8</sup>Live Help Now | <sup>9</sup>Acquire