

Make Chat the Cornerstone of your World-Class Omnichannel Experience

But first—how does your current chat program stack up?



Today's consumers expect interactions to go beyond the traditional phone call—and the demand for digital care is only going to grow.

SO. ARE YOU READY?



Live Chat has the highest satisfaction level of all customer service channels at **73%**.¹

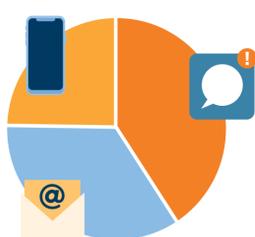


51% of consumers are more likely to stay with—or buy again from—a company if they offer live chat support.²



66% of consumers explore online before heading to the store.³

SUPPORT TYPES—AND CUSTOMER SATISFACTION:⁴



Live Chat **73%** • Email **61%** • Phone **44%**



Live Chat continues to increase in popularity; it's expected to grow as much as **87%** over the next 12 to 18 months.⁵

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



MUST BE SPECIFICALLY DEVELOPED FOR THE 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.⁶



'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.⁷



A KNOWLEDGEABLE WORKFORCE
Providing training to the agent so that they have extensive knowledge about the products/services to motivate the customers to purchase.⁸

Using Insight From Chat Interactions to Improve the Overall Experience

WHAT SHOULD YOU MEASURE?

As the customer service industry shifts from a call-culture to digital care, chat has become an integral part of collecting feedback on what is—and *isn't*—working for the consumer. Quantifying these interactions will help you maximize the experience—and enhance brand loyalty.



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

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



VISITOR/TRAFFIC DATA

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

Used effectively, the data and insight you gather through chat interactions can help you transform your entire digital experience and help you keep pace with the ongoing evolution of customer expectations.

For more best practices on digital customer care, please visit alorica.com

REFERENCES

1. <https://acquire.io/blog/10-facts-live-chat-will-embrace-business-growth/>
2. https://www.kayako.com/live-chat-software/statistics?utm_campaign=Submission&utm_medium=Community&utm_source=GrowthHackers.com
3. <https://www.retaildive.com/news/why-researching-online-shopping-offline-is-the-new-norm/442754/>
4. <https://acquire.io/blog/10-facts-live-chat-will-embrace-business-growth/>
5. <http://customerthink.com/5-customer-service-figures-defining-2017/>
6. <https://acquire.io/blog/10-facts-live-chat-will-embrace-business-growth/>
7. <https://www.livehelpnow.net/blog/live-chat-apps-statistics-improve-customer-service/>
8. <https://acquire.io/blog/seven-metrics-measure-live-chat-agent-performance/>