Click4Assistance

Web Chat for Local Authorities

The premier UK web chat provider
for Local Authorities

Converse | Monitor | Engage

In Brief

Challenge

Assist online customers while reducing stress on resources.

Solution

Offer Click4Assistance web chat as a preferred method of support.

Result

Reduced phone calls and email contact and increased customer satisfaction.

"Colleagues and users all seem happy with it and it offers another route of contact on our website."

**Website Services Manager - Warwick District Council**

The Challenge

- High volumes of enquiries impact heavily on resources and consume time when handled by traditional methods such as telephone and email.

- Digital transformation initiatives are driving customers online, where they may require more help and support

- Budget cuts cause overstretched departments further resource difficulties

Local authorities have to find innovative ways to mitigate budget restraints and provide excellent customer service.

So how can councils streamline resourcing and improve resident services?

"Research shows high volumes of enquiries heavily impact on councils' resources and consumes time..."
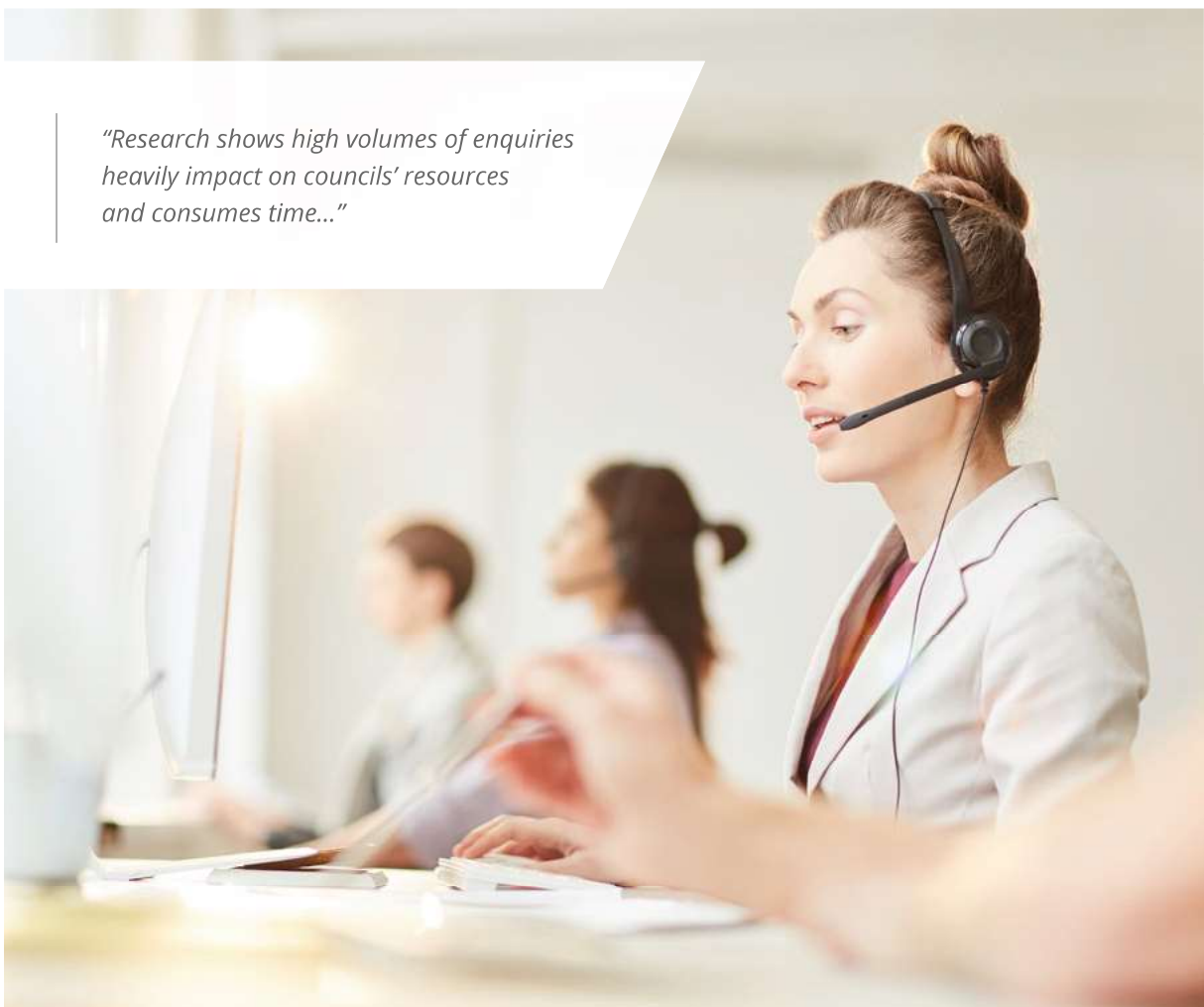
The Solution

Adding a small piece of script to the relevant pages of the website will display the chat button, all other changes to styling and wording is changed within the Click4Assistance solution.

This software detects when agents are available to display the button in an online status, allowing the website visitor to click and instantly start a chat. When all agents are offline or unavailable, the intelligent solution will automatically default to an offline status. The button can be displayed as offline to collect messages or could be hidden altogether.

Telephone enquiries can only be handled one at a time, with web chat advisors will be able to handle multiple chats quickly and efficiently with a range of support functionality, including:

- Pre-defined replies (select from a library of pre-agreed responses to frequently asked questions)

- File transfer (send information leaflets or forms directly via the chat)

- Auto navigation (signpost residents to the relevant information on your website)
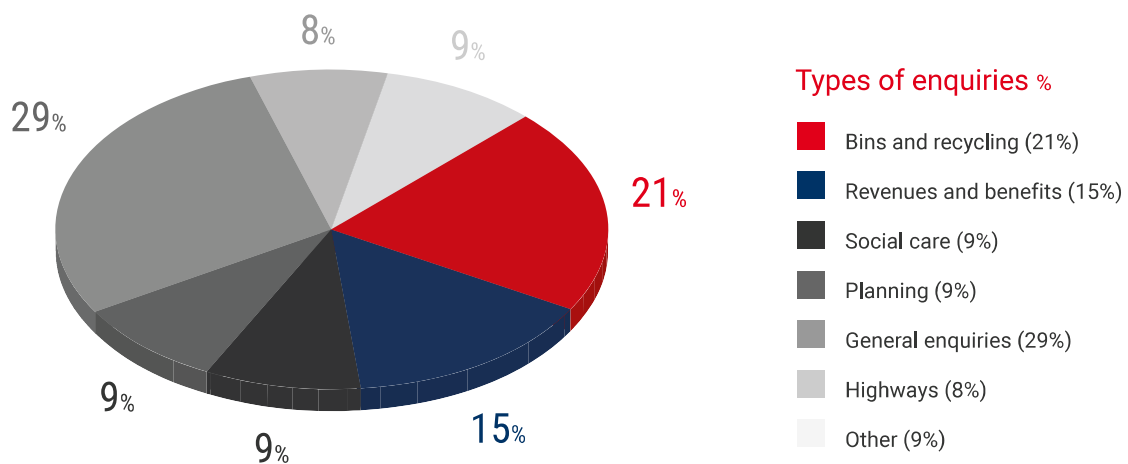

"Great product and great support service. We have found working with Click4Assistance a delight. The product has all the functionality we need and it is great value for money."

Project Manager - Waltham Forest Council

Where does it work best?

Live chat can allow visitors to start an instant communication from any part of the website, however in order to effectively manage a controlled rollout across the organisation, many larger local authorities will initially implement into a single department then increase across multiple departments in a staged release.

Click4Assistance recommends the initial department selected should experience a good level of visitor traffic with simple to answer enquiries. Waste (missed bins etc) or parking permit enquiries can be a good place to start.

Types of enquiries %

- Bins and recycling (21%)
- Revenues and benefits (15%)
- Social care (9%)
- Planning (9%)
- General enquiries (29%)
- Highways (8%)
- Other (9%)

How is it done?

Our advanced chat routing system allows specific chats to be routed directly to the correct department and most appropriate advisor. This can be done based on the page the visitor initiates the chat from, or on more generic pages, a department selector may be displayed, allowing the visitor to decide.

What can we expect?

The industry standard for general chat uptake is around 3% however due to the specialist information available, for local authority websites we experience around 1.5% of visitors opting to start a chat.

The average duration of a local authority chat is 4:22 minutes. Although chats can last longer, we recommend operators are trained to deal with them promptly and escalate lengthy chats to a phone call as necessary.

A trained advisor can comfortably answer 3 chat enquiries simultaneously.

The Results

Web chat has helped customers to get more instant answers as it provides a faster contact method. Advisors are able to use existing systems providing lookup functionality in conjunction with any chat conversation, allowing them to easily handle multiple enquiries and increase their productivity.

1st contact resolution was achieved in 83% of local authority chat interactions. This prevented further communication and resource use and resulted in satisfied customers.

Lengthy waiting times or navigating an automated menu can cause residents to struggle to contact a council advisor via telephone. Feedback gathered by councils after a chat shows that residents are very positive about the service they receive and prefer using the instant communication channel.

When surveyed **57%** of Local Authority website visitors that chatted said they **would have emailed or telephoned** had live chat not been available.
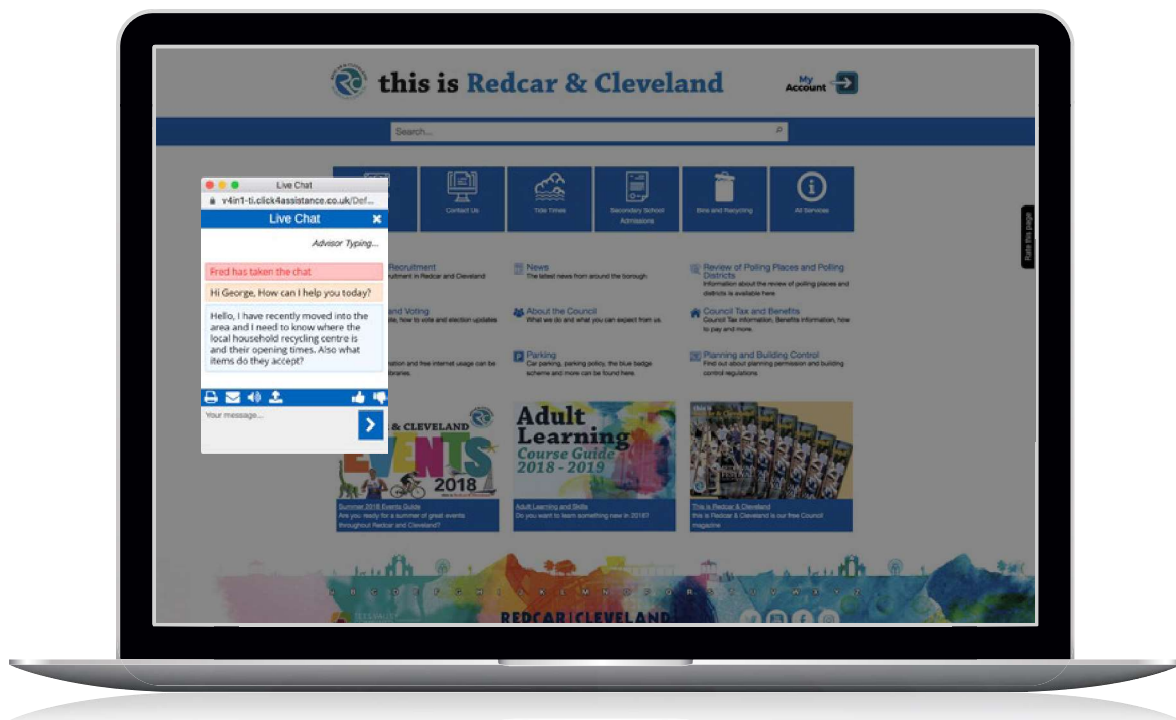
> *"Our customer service representatives enjoy the added variety to their role and overall feedback from our customers have been excellent"*
>
> *Contact Centre Manager - Redcar and Cleveland Borough Council*

Conclusion

With councils under pressure to provide digital-centric support, residents can struggle with new virtual services therefore cost effective methods of supporting individuals to complete transactions and enquiries online are essential. In order to provide first-class customer service, your team need to be armed with the latest technology backed by a responsive UK support team.

Providing a web chat facility is now the norm on most websites, with over 50% of internet users browsing on mobile devices and the huge rise in social media, independent research predicts that web chat will become one the main forms of communication.

Click4Assistance is a UK based company that has been providing web chat technology to UK local authorities for many years. Our wealth of experience, coupled with a stable, robust and secure platform ensures we can deliver a scalable solution to fit your needs.
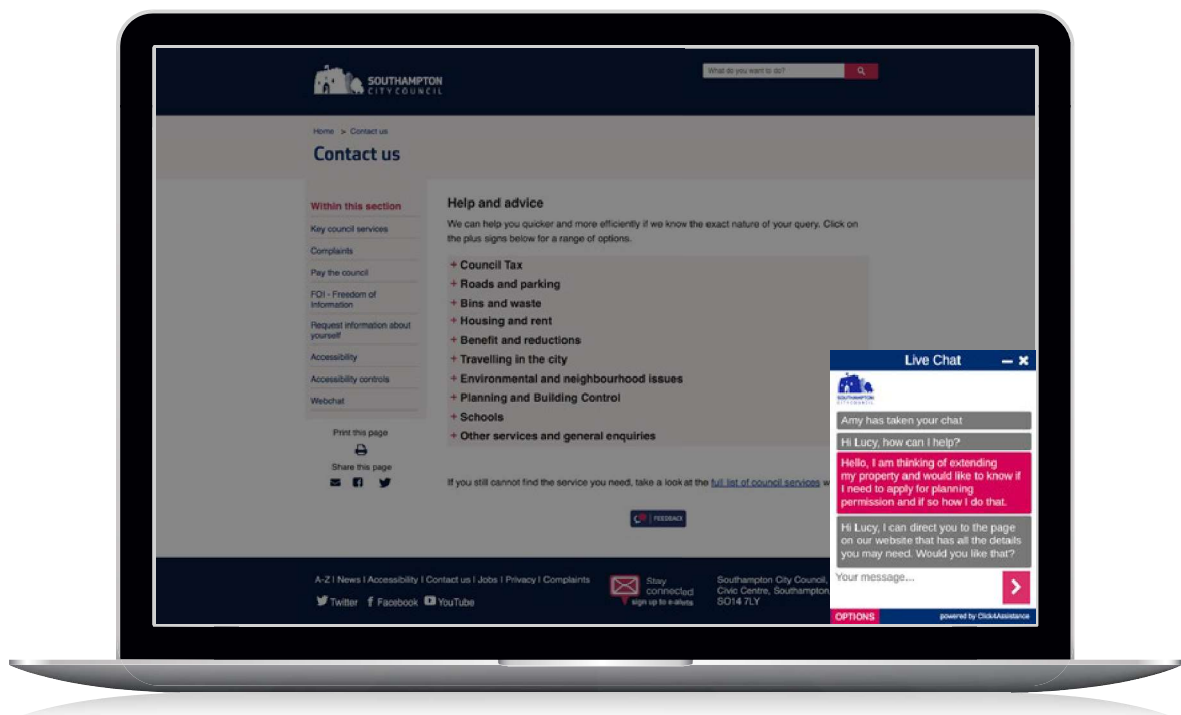
> *"Great product, supportive team. We have found the Click4Assistance solution to be much better than our previous supplier and has given us increased control and flexibility. It offers exceptional value for money."*
>
> *Service Lead – Customer Experience and Insight - Southampton City Council*

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