
Chat Uptake Statistics

Ideal for impact and resource analysis, this document provides valuable statistical data regarding chat uptake levels and associated information

Converse | Monitor | Engage

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Overview

In order to provide general information to businesses considering implementation of Live Chat, continuous study and analysis of data across all Click4Assistance customers is conducted.

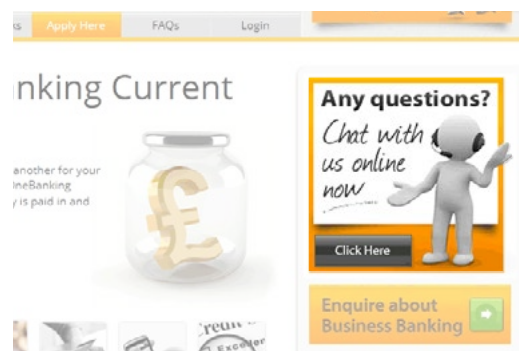
The Click4Assistance customer base extends across various industries and ranges from SME to large corporate and public organisations. Variable parameters, including the level of implementation, will affect the figures quoted, however we will attempt to cover conditions that may influence individual expectations.

Where possible we will provide both average figures across all accounts and ranges of attainable outcomes based on actual results achieved.

Click4Assistance enables 2 methods for visitors to start a chat:

Reactive Chat Button

A reactive chat button within the webpage allows the visitor to request assistance while on the website.



Proactive Invitations

A proactive invitation only appears when a defined set of rules are matched, inviting the visitor to chat.

A simple rule may show the invitation after 30 seconds of the visitor browsing the website.



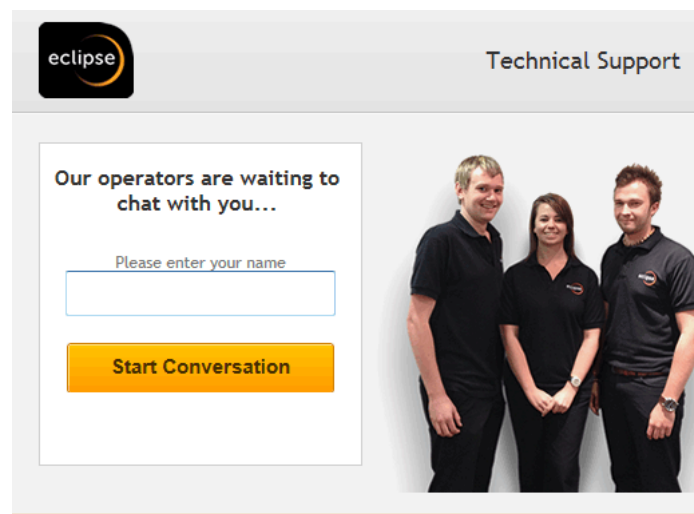
Reactive Chat Buttons

The reactive chat button has 2 states depending on the availability of operators. When operators are available the button will automatically display an 'online' image, which initiates a chat when clicked. If no operators are available the button will present an 'offline' image, which initiates a call-back form when clicked.

Before the Chat Starts

The number of visitors that click on the chat button compared to the number that engage in a chat conversation will be different due to visitors aborting. Inevitably all customers will experience a drop off due to visitors that click on a chat button accidentally or out of curiosity.

When the online button is clicked, you have the option to present a pre-chat form, asking the visitor to enter their name (and other information if required). The visitor is then taken to the chat dialogue window at which point the chat commences. Although the pre-chat form is recommended (this enables a more personal experience for the visitor), this may increase the abandonment rate.

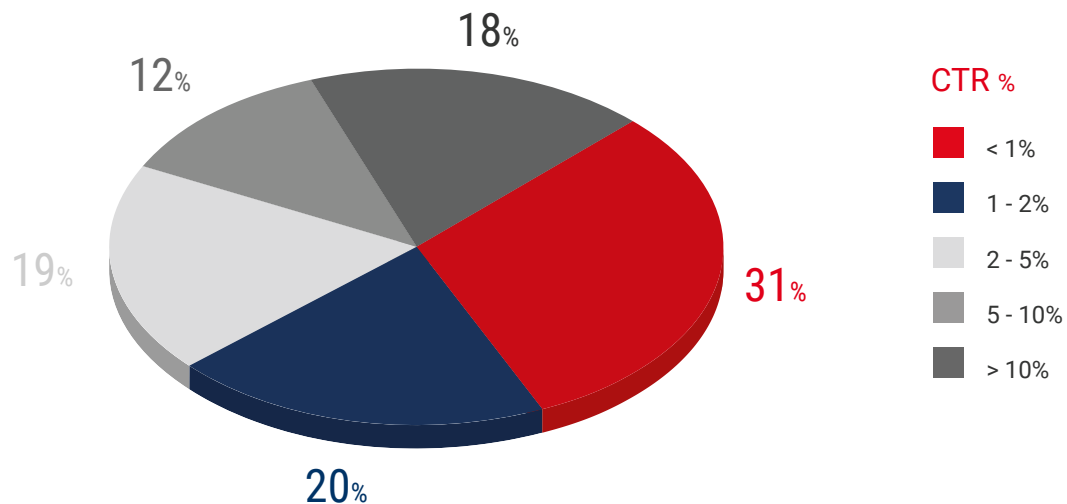


Statistics show that collecting only the visitor's first name will result in less abandonment. Asking for information such as email address or phone number will reduce the amount of chats due to the reluctance of the visitor to enter personal and identifiable information.

Average abandonment rate where more than the first name is requested: 45%

Click Through Rates (Visitors vs Chat Button)

The range of chat uptake across all Click4Assistance customers is shown below.



Note:

- 32% of customers achieving <1%, experience levels of traffic in excess of 100,000/month.
- Using a median average, it could be expected that **2.08%** of visitors will click on the 'available' chat button.

Parameters Affecting Chat Uptake

In order to achieve targets and/or manage resources for optimisation or limitation of chat uptake levels, employ the following implementation guidelines:

- Button position on page - Sticky buttons, positioned in the bottom right hand corner of the page achieve higher click through rates due to consistent visibility.
- Prominence of button image - For higher click through rates, use well designed, clearly worded button images which do not blend invisibly within the webpage. Animated gif's achieve high results.
- Number of pages where button appears - Presenting a chat button on every page of the website enables the visitor to start a chat at any point in their journey therefore increasing the likelihood of uptake.
- Marketing of the Live Chat Service - Promote your live chat service using Social Media or within the content of the webpage to increase uptake.
- Demographics - Support enquiries and websites appealing to under 25's experience higher chat uptake levels

Customer Examples

1. A charitable organisation, which offers help and advice, promote their Live Chat service via email marketing to invite recipients to visit the website and start a chat. They achieve around **67% uptake**.
2. The majority of Click4Assistance customers with website traffic in excess of 100,000 unique visitors/month have chosen to manage their chat uptake to limit impact on resources. Button placement is limited only to pages of specific interest in order to encourage the most desirable visitor chats.
3. A B2B supplier of specialist consumable goods, with lower levels of website traffic, uses a well designed chat button in the header of every page, achieving a **30% uptake**.

If you wish to discuss this further, please feel free to contact us for more information.

Unavailable Button

When no operators are available the button presents an offline image. As this clearly states the service is not available, we would expect a lower click through rate. In relation to the number of clicks on the 'online' button, on average, **32%** of 'offline' buttons are clicked.

For many companies, potential number of chats could be increased by **32%** if the live chat service was resourced outside of office hours. This figure would be expected to increase as the button shows the online state.

When a visitor clicks on the offline button and is presented with the call-back form asking them to enter their details, an average of **18%** will provide their contact information.

Proactive Invitations

Visitors on the website can be engaged by sending an invitation to chat, presenting an image with the appropriate text. Invitations are automatically presented based on various criteria, usually the duration the visitor spends on the website as a whole or a specific page.

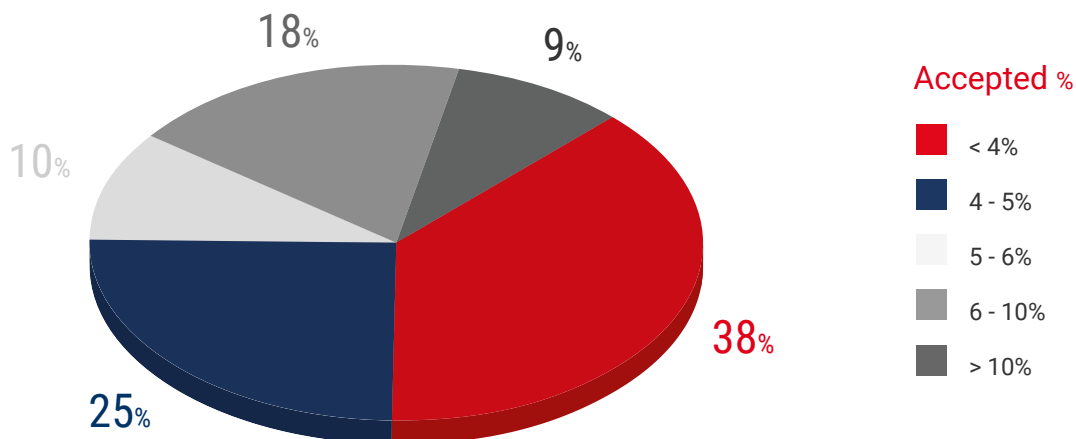
The uptake of invitations range depending on various factors, the main being the moment when and where you attempt to engage with the visitor, other major factors include the textual content or imagery used within the invite.

When the system sends a proactive invitation it may not be seen by the visitor because they change page or leave the website however figures show that **83%** of invitations sent are seen by the visitor.

On average, **5% of proactive invitations are accepted**. This average however is driven down by accounts which implement but do not optimise the results. Although account managers will attempt to advise on design/ placement/timing, no client is obliged to take our advice.

Acceptance Rate

The range of proactive invitation acceptance across all Click4Assistance customers is shown below.



Figures therefore show that **acceptance rates can be achieved** in excess of **10%** once the proactive design and criteria are optimised. The higher end results can be achieved when proactives are targeted (used on specific pages as opposed to across the website as a whole), monitored and adjusted, and A-B split testing of designs is conducted.

On average the use of proactive invitations increases chat uptake by **240%**!

Chat Duration

Overview

The duration of a chat is calculated from the point where the visitor is shown the chat dialogue window (after they have completed any pre-form information) until the visitor or operator ends the chat.

Chat duration figures are difficult to analyse due to 2 main factors, the speed at which the visitor engages and the type of questions being asked.

For example, a chat which could be answered in less than 1 minute may last 8 minutes as the visitor becomes pre-occupied by answering the phone or other activities that affect their situation. Unlike a phone conversation, during this period of inactivity the operator can deal with other chats and continue to perform other duties.

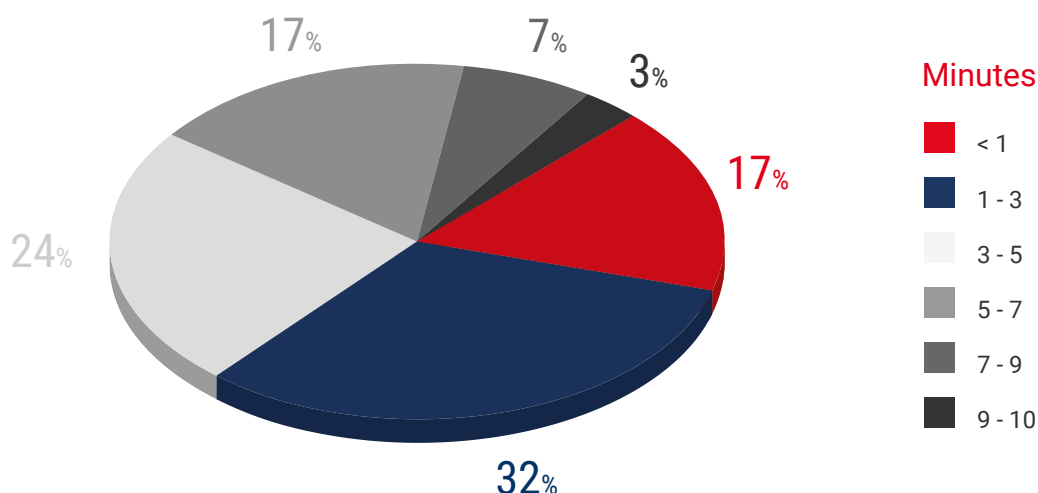
A quick question relating to the standard pricing could last a minute, however, with complex pricing the operator may need to investigate the question more thoroughly or escalate to their supervisor.

Average Duration

For chats that last less than 10 minutes, the average duration for each chat is **3:32 minutes**.

For chats that lasted less than 10 minutes, the number of messages exchanged between the visitor and operator average 4, this figure includes the initial welcome "Hi, how can I be of assistance?" etc.

Although chats can last longer than 10 minutes, we recommend operators are trained to deal with them promptly and escalate lengthy chats to a phone call as necessary.



Surveys & Customer Feedback

Overview

Across all accounts the following survey data has been compiled. After a chat has ended the system can display 2 survey forms, one after another.

On average, **17%** of surveys were completed

24% of accounts report > 30% of surveys completed

9% of accounts report > 40% of surveys completed

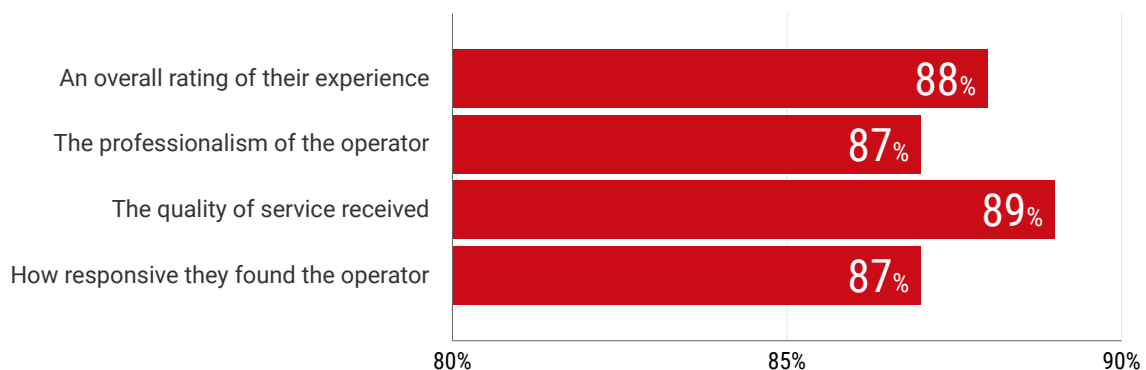
4% of accounts report > 50% of surveys completed

Click4Assistance surveys are fully configurable and we promote that customers should collect the information relating to their changing needs.

Operator Productivity

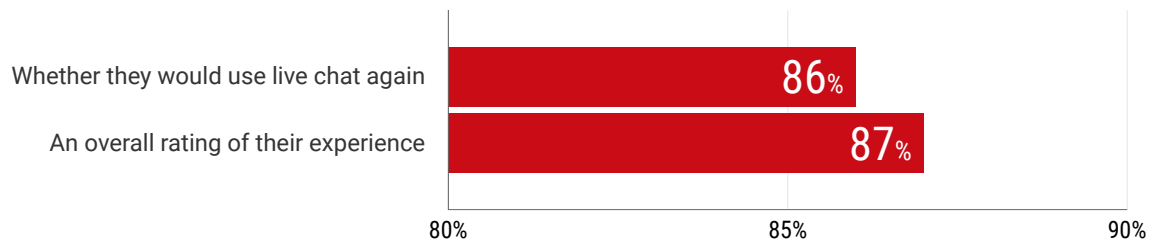
Used to gather feedback regarding the visitor's experience, providing KPI's for operator productivity, the visitor can rate the following questions between 0 and 100%.

The ability to add any comments or feedback is provided, this collected information is more specific about the account and the visitor's requirements. The figures show that even without in-depth operator training, a company can satisfy and exceed visitor expectations for customer service through the use of live chat.



Visitor Feedback

Used to gather feedback regarding the visitor's views and opinions on using a chat service and providing KPIs for the chat experience, the visitor can rate the following questions between 0 and 100%:



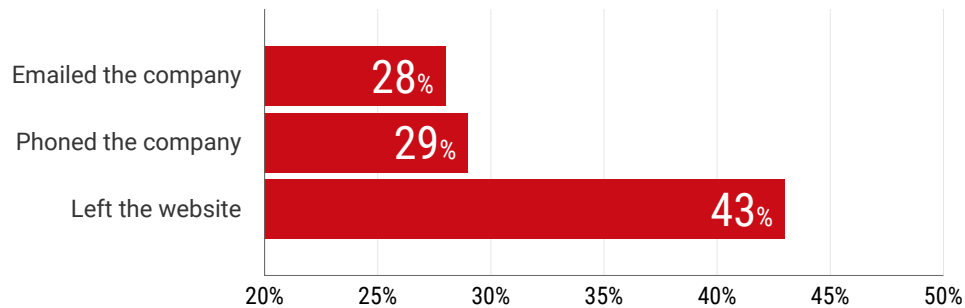
The majority of the remaining 14% who would not use live chat again stated this was due to the operator not responding in a timely fashion or at all in some circumstances, it is therefore vitally important to answer a live chat in the same way you would a phone. Another important factor is ensuring the visitor is not left waiting while an operator responds, if the operator needs a few minutes to resolve or find out information, the visitor should be made aware of the situation.

Visitors Comments

The 86% of satisfied visitors left comments such as:

- *"The salesperson was extremely patient and helpful. I look forward to doing business with"*
- *"Nothing was too much trouble from Alex very happy"*
- *"Very helpful looking forward to booking with you."*
- *"Definitely the preferred method for me. Very helpful, thank you"*

What the visitor would have done if live chat had not been available



A staggering **43%** of visitors would have left the website if a live chat service wasn't available. After further examination of visitor feedback, replies show that visitors want answers to their questions immediately. With online competition so easy to access, visitors are more than happy to seek answers elsewhere online rather than pick up the phone or send an email and wait for a response.

57% of visitors would have phoned or emailed. The number of phone and email enquires could be reduced by this amount for individuals visiting the website.

Due to the nature of live chat, the amount of resourcing required to deal with enquires is much lower than phone. Multiple enquires can be dealt with simultaneously, with an average chat duration lasting less than 4 minutes.

There are many reasons why live chat is the preferred method of communication, contact us for more information.

Contact Us

Sales Enquiries

0845 123 5871

+44 (0)1268 524628

theteam@click4assistance.co.uk

Support Enquiries

0845 123 5879

+44 (0)1268 280826

support@click4assistance.co.uk

Finance

0845 123 5871

+44 (0)1268 527875

finance@click4assistance.co.uk

Marketing / PR

marketing@click4assistance.co.uk

pr@click4assistance.co.uk

UK Based

Click4Assistance

11 Lords Court

Cricketers Way

Basildon

Essex, SS13 1SS

VAT Number: 970 5435 13

Company Number: 05322233

click4assistance.co.uk



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