

# CHAT SUPPORT BEST PRACTICES.

## CONTENTS

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Chat Compared to Phone and Email	01
Why is live chat preferred?	02
Chat Support and Productivity	04
Metrics and Determining Success	05
Chat Implementation Considerations and Best Practices	06
Want to learn more or get started with chat support in your organization?	07

# TECHNICAL SUPPORT SATISFACTION LEVEL BY CHANNEL (ECONSULTANCY, 2014)

73%

CHAT

61%

WEB

44%

PHONE

## CHAT COMPARED TO PHONE AND EMAIL

Chat support is currently the generally preferred support methodology of both companies and their customers.

As discussed in the Customer Satisfaction section, chat support regularly receives higher customer service marks. It allows customers to multi-task while also receive on-demand support. It is the sweet spot for current consumer expectations.

From the company's perspective, chat support is highly efficient. Support agents can handle concurrent sessions, which significantly reduces costs per transaction over phone support. Additionally, the live interaction helps avoid misunderstandings and unnecessary back-and-forth that can be prevalent in email support. The economics continue to favor chat as the leading option.

# WHY IS LIVE CHAT PREFERRED?

AS STATED BY JD POWER IN THE 2013 US WIRELESS CUSTOMER CARE FULL-SERVICE PERFORMANCE STUDY:



*“The higher levels of satisfaction with **online chat** are partially due to the efficiency and immediacy of the experience”*

*“**Within the online channel**, the chat feature has become the leading contact source, as **42%** of full-service customers indicate using a live online chat feature vs. email (**23%**) or other social media forum (**16%**). Additionally, online satisfaction is highest among customers who use the chat feature.”*

**79%**

I get my question answered immediatly.

**51%**

Because I can multi-task

**46%**

Its the most efficient communication method.

**38%**

Once I used live chat I realized how well it works

**29%**

Because I'm in control of conversation.

**29%**

Better information than if I emailed

**22%**

I dont like talking on the phone

**21%**

Because I can chat while I'm at work

**15%**

Better information than if I called.

# CHAT SUPPORT AND PRODUCTIVITY



*By moving from one chat session to two per agent, you are able to increase your **support center's productivity by 85%** with no significant impact to the customers.*

Chat support gives individual agents the ability to handle concurrent issues at the same time. There is, however, a balance that must be achieved in terms of agent capacity, responsiveness, economics, and customer satisfaction. Key studies have been performed in this area, and while results may differ from based on support complexity, it is been routinely shown that two concurrent sessions per agent provides the best balance between productivity and customer satisfaction.

When an agent moves from handling one issue to two concurrent issues, productivity increases by 85%. At this point, wait time between customer question and agent response typically only increases by 3 seconds. However, interaction wait time for the agent drops 82%, as the agent is now able to move question to question rather than waiting on the customer.

Moving to three concurrent sessions, however, begins to show considerably diminished returns. Whereas with two concurrent sessions, the agent still has wait time on the customers, with three sessions, the customer is now purely waiting on the agent. Agent wait time drops to zero, netting an additional 13.6% productivity gain. However, customers are now waiting nearly twice as long as they would in a one session scenario.

# METRICS AND DETERMINING SUCCESS

WHEN DEPLOYING SUPPORT METHODOLOGIES, MANAGING TO SIMPLE BUT INSIGHTFUL KPIS IS KEY TO SUCCESS. FOUR KEYS AREAS SHOULD BE MEASURED FOR BEST RESULTS:



QUALITY



SERVICE LEVEL



PRODUCTIVITY



COST

Measuring these areas allows organizations to keep customer-focused while managing internal cost concerns. By leveraging industry standard KPIs, organizations are able to take a step further and benchmark themselves against both competitors and best-in-class.

The following table provides industry standard measures, along with general North American averages. Organizations will want to dive deeper into their particular sector, and where possible, compare themselves against direct competitors.

Quality	Net promoter score	63.1%
	First time resolution	70.2%
Productivity	Handle time	12.9 mins
	Chat techs as % of support headcount	84.3%
Service Level	Average speed of answer	3.93 mins
	Abandonment rate	13.1%
Cost	Cost per chat	\$11.20
	Cost per minute of handle time	\$0.90

# CHAT IMPLEMENTATION CONSIDERATIONS AND BEST PRACTICES

IF YOU'RE CONVINCED CHAT IS THE RIGHT SUPPORT OPTION FOR YOU, THERE ARE SEVERAL CONSIDERATIONS TO KEEP IN MIND:

Low cost geographies are ideal for chat support. They can provide cost advantages, while minimally impacting customer satisfaction. Voice quality is not an issue with chat support. Additionally, the use of scripted dialogue can further enhance the quality of dialogue.

Infrastructure components and integration with your support portals will be required. Specialized chat support vendors can quickly deploy and maintain these solutions in an off-premise, hosted environment.

Staffing provided by a specialized vendor will allow you to quickly ramp up and down to meet seasonal volume, trial chat support, or meet changing customer preference over time



**BETSOL IS A LEADER IN CHAT SUPPORT, PROVIDING AN END-TO-END SOLUTION. BETSOL WILL HOST THE INFRASTRUCTURE AND PROVIDE STAFF WITH CLASS-LEADING RESULTS.**

- **75%** LOWER TURNOVER THAN INDUSTRY AVERAGE
- **2X** INDUSTRY AVERAGE CUSTOMER SATISFACTION
- **24X7X365** NETWORK MONITORING AND NETWORK ENGINEERING
- **24X7X365** CHAT, EMAIL, AND PHONE SUPPORT
- LARGE SCALE, PROVEN SUPPORT, WITH OVER 10,000 SIMULTANEOUS AGENTS SUPPORTED
- PROACTIVE ENGAGEMENTS, DRIVING TRUE SUPPORT TRANSFORMATION LEADING TO INCREASED CUSTOMER SATISFACTION AND REDUCED COST



**WANT TO LEARN MORE OR GET STARTED WITH  
CHAT SUPPORT IN YOUR ORGANIZATION?**

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