

IS YOUR COMPANY GUILTY OF COMMON LIVE CHAT TRAPS?

1 Not answering chat messages

Customers who feel ignored go to your competitors¹



21% of chat requests are left **unanswered**

2 Not asking for feedback

Feedback helps you identify and fix problem areas¹



45% of companies **do not ask for customer feedback**

3 Not asking for contact information

Customers view businesses more favorably when support is personalized¹

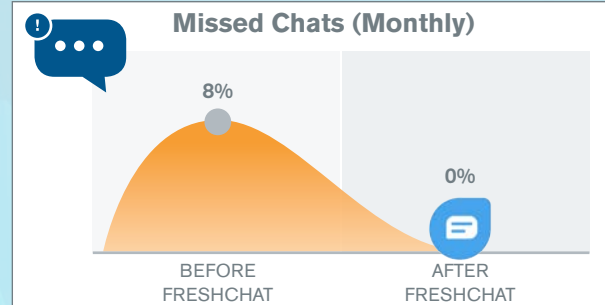
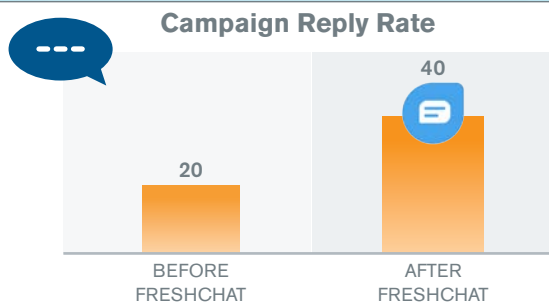
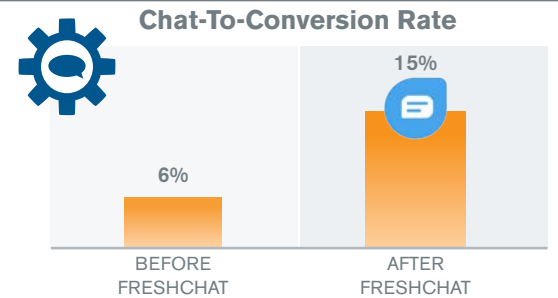
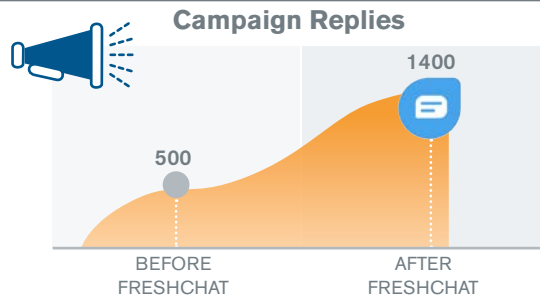


23% of companies **don't ask for contact data upfront**

LIVE CHAT CAN HAVE A HUGE IMPACT ON YOUR CUSTOMER SATISFACTION RATE!

Live chat can be key to better customer satisfaction:

A Freshchat case study revealed a significant difference before and after live chat implementation²



IF YOU THINK SMALL BUSINESSES ARE BETTER AT CUSTOMER SERVICE, YOU'RE WRONG!

In its recent *Customer Service Report*, LiveChat refuted a long-standing myth:³

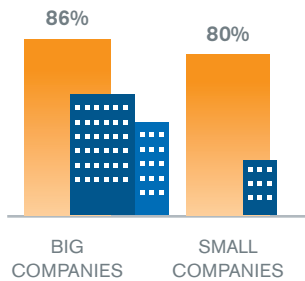
Myth

Small businesses are more adept at using live chat for better customer service

Fact

Big companies handle live chat better, resulting in more satisfied customers

People happy with customer service based on company size



LiveChat

LiveChat is a leading solution on the market

A HAPPY CUSTOMER SPENDS MORE!



86% OF BUYERS will pay more for better customer experience

70% OF BUYING EXPERIENCES are rated on how customers feel they're treated



70% OF CUSTOMERS will do business again with the company that resolves their complaints

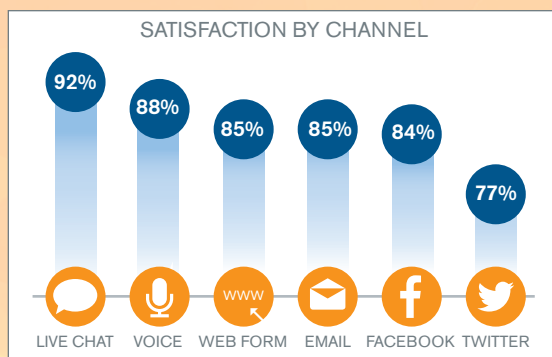
2% INCREASE in customer retention



10% DECREASE in cost

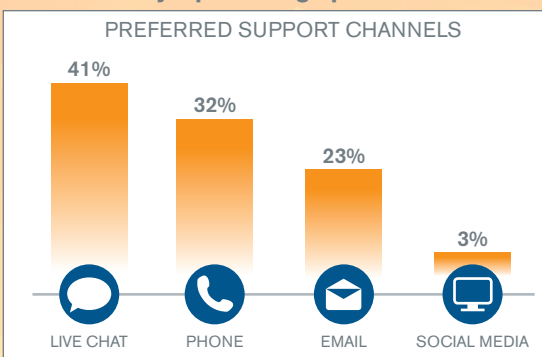
LIVE CHAT GIVES YOU MORE CUSTOMER SATISFACTION THAN ANY OTHER SUPPORT CHANNEL

Out of all technologies used to manage customer service, live chat is currently the most efficient solution⁴



LIVE CHAT IS NOW MORE POPULAR THAN PHONE SUPPORT

Recent studies show that live chat has become the primary tool for customer service, overtaking phone-based support by 9 percentage points⁵



SOURCES:

¹ superoffice.com Live Chat Study 2018

² Freshchat case study

³ 2017 Customer Service Report - LiveChat

⁴ Zendesk Benchmark

⁵ Live chat statistics study by Kayako of over 1,000 U.S. consumers