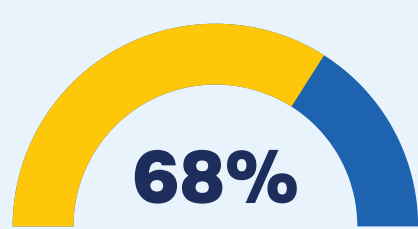


The Top 5 Reasons Your Business Needs A Chat Solution

A look at how live chat and bots helps your support teams help customers



1. You Provide A Better Experience



of customers said their main frustration is long wait times

53%

said it was getting to the right agent

43%

said it was how much they repeat themselves.

It's time to nip these frustrations in the bud. Use chatbots to immediately connect with customers, automatically route them to the correct agent, and keep a log of their conversations for great visibility into their needs.

2. Free Up Agent Time

Customer service agents are working on 7.2 more calls per day. Unsurprisingly, it is likely that this high increase in demand is leading to overworked and burnt out employees.



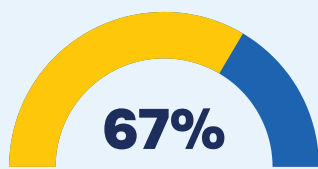
of customer service professionals have reported high or very high stress levels.

Reduce agent stress by relieving some of their workload. Use chatbots to reduce inquiry volumes and answer some of your most basic or frequently asked questions - leaving your agents with lesser burdens and more time to focus on complex matters.

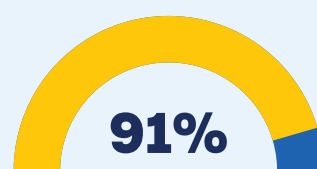


3. Empower Self-Service

These days, customers are willing (and wanting) to find answers themselves.



prefer self-service over speaking to an agent

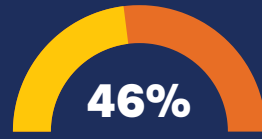


would use an online knowledge base

Allow your customers to take care of the things they need, when it's convenient for them. Use chatbots to answer simple questions or automatically direct customers to the Knowledge Base for a deeper understanding of topics.

4. Reduce Initial-Response and Resolve Times

Customers have high expectations nowadays. A recent survey found that:



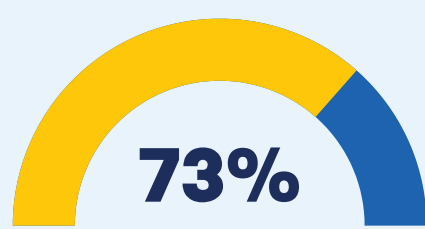
of customers expect a response time in less than 4 hours



of customers expect to wait no longer than 15 minutes

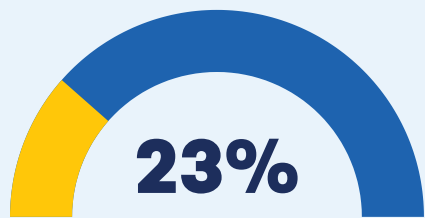
In a study that analyzed 85k chats, first response times were less than 23 seconds, while resolution times averaged around 43 seconds. Use live chat and chatbots to immediately connect with customers and quickly answer questions that don't need further escalation.

5. Increase Customer Satisfaction



of customers find live chat to be the most satisfactory form of communication with a company, despite the fact that only 35% of businesses cater to this preference.

Give your customers what they want by offering a live chat platform. Our recent study found that:



of businesses experienced a **23% increase in CSAT scores** after implementing Messaging & Live Chat

Make your customers happier today with Messaging & Live Chat.