



It's a-Live: Why live chat is still a kick-ass CX strategy

Live chat is far from dead; in fact, it still is a force to reckon with in the CX world.

Let's cut to the chase – messaging has won our hearts, and businesses are adopting it as a go-to method to connect with customers. Conversational messaging is booming, especially after the pandemic, leading some customer experience (CX) experts to wonder if live chat support has taken a back seat.

But live chat is far from dead; in fact, it still is a force to reckon with in the CX world.

Despite the rise of messaging, live chat support remains a powerhouse, continuing to be customer's favorite medium.

Chat your way to customer delight

Live chat's significance cannot be overstated, and there's solid evidence to back it up. Zendesk conducted a study that revealed a staggering 92% of customers were highly satisfied when they used the live chat feature. In comparison, other communication options like voice (88%), email (85%), web forms (85%), and social media (Facebook 84%, Twitter 77%) scored lower in customer satisfaction.

According to research, 4% of online consumers consider having their questions answered by a live person during an online purchase as a highly crucial website feature. Proactive chat can fulfill this customer support need, leading to several advantageous outcomes for eBusiness professionals. These include decreasing cart abandonment rates, boosting conversion rates, and enhancing overall customer satisfaction.

It's fast.

Emails typically require around 12 hours for a response.

Social media inquiries hang in the balance for about 10 hours.

However, with live chat, your customers can receive answers to their questions in less than two minutes.

Research shows that, on average, a live chat begins in about 23 seconds after a customer starts the conversation.

Quick response is the most sought-after attribute in customer service and also perhaps the best attraction of live chat service. According to a study, nearly 60% of customers dislike waiting over a minute for help. What's exceptional about live chat is the absence of hold times. This means no enduring long waits; customers get speedy answers without the wait of a call.

A prime benefit of live chat is avoiding being trapped in a phone call or waiting for an agent. Introducing live chat support welcomes more customers, even those who might not have reached out otherwise due to different reasons. This strategic move could trigger a surge in customer interactions like never before.

It's convenient.

Honestly, if someone isn't multi-tasking at least three things simultaneously in today's world, there might be something wrong with them.

Alright, we know, there might be a hint of exaggeration here but you catch our drift.

In the current landscape, we're all grandmasters of multitasking. As per Econsultancy, a whopping 51% of customers lean towards live chat because it lets them handle multiple tasks at once. Not only that, an additional

21% are drawn to live chat for the genius of shopping while they work.

As live chat caters to multitasking champs, they might just repay by adding products to their carts. A potential win-win, one might say.

It's selling.

Let's talk about a standout success story – Wells Fargo. Back in 2008, this company took the live chat route and the results were nothing short of impressive. By reintroducing online chat support, they achieved a substantial conversion boost, not to mention a double-digit growth.

Live chat is a game-changer, instilling customer confidence in purchases and extending website engagement. With 50% of consumers valuing live assistance and chat users experiencing a 2.8 times higher conversion rate, its impact on sales is undeniable, even beyond immediate interactions.

Even in the realm of sales, live chat shines bright. 83% of consumers actively seek assistance during online transactions, favoring websites equipped with live chat for swift query resolution during checkout. Additionally, 77% of consumers prioritize interaction with a live representative before they hit that 'buy now' button.

Live chat isn't just an add-on; it's a strategic imperative to refine customer experiences, amplify sales, and secure business growth.

It's relatable.

Live chat's surge in popularity can be attributed to the rapid rise of texting and instant messaging as preferred modes of communication. Notably, traditional phone calls and voicemails are on a downward slope, while chatting and texting are gathering popularity, as highlighted by The New York Times and USA Today.

A remarkable 63% of Millennials prefer live chat for addressing basic customer support inquiries. Its popularity lies in minimal to no wait times, as well as the seamless accessibility it offers, eliminating the need to leave the website for assistance, whether on mobile devices or PCs. The true charm of live chat, however, lies in its capability to forge a personalized experience, fostering trust and authenticity, thereby augmenting the likelihood of customer loyalty.

A recent survey unveiled that over half of respondents aged 18-34 favor live chat over phone calls. Another study by Microsoft's global customer service analysis highlights that digital shoppers aged 18 to 34 are 21% more likely to choose live chat for support. Live chat's rise is attributed to its real-time engagement potential, offering personalization, convenience, and swift responses – qualities that the younger generations prioritize highly.

Interestingly, even beyond the "millennials," more than 45% of individuals aged 55 and above have embraced live chat (remember type-writers?). The knack for real-time interaction through a familiar avenue like live chat makes it an invaluable channel for these demographics.

And now the finale *drum roll*..

The most evident advantage, which we've kept for the finale, is that live chat grants customers the luxury of conversing with a genuine, live individual – at least that's the assumption. Who knows, there might be clever bots posing as humans out there. Assuming the live chat at the other end indeed involves a human – this is undoubtedly the standout perk. In our era of all things digital, bots, and automation, engaging in an actual discussion with a fellow human is a breath of fresh air. Having a real person to interact with, discuss products, and even offer alternative viewpoints is invaluable. Live chat serves as a tool for walking customers through a purchase, especially for high-value items, with the added bonus of product recommendations.

Did you realize that 56% of online shoppers are more likely to return to a site with product suggestions?

ChatPandas revolutionizes customer interactions with our managed live chat support by seamlessly merging email, live chat, and social media for nuanced communication. The era of sole reliance on support tickets is fading, making room for a new, multidimensional dialogue through live chat. Just as our customers boast intricate layers, these live chats embody the same complexity. Through this avenue, we deliver tailored customer experiences, nurturing these connections as we grow. Simplifying the customer journey doesn't just streamline processes; it elevates customers from mere support tickets to unique individuals, fueling return visits and glowing recommendations. Recognizing and valuing customers as distinct entities empowers our team to forge lasting customer loyalty and make a significant impact on their lives.

Unlike traditional one-dimensional support tickets, live chat dialogues can be intricate and multi-faceted – just like your customers.
