




Live chat is more than just an emerging sales tool but can also be utilized to support customer needs. Let's look at why companies use live chat, its future, and compare the two uses!

Why Do Companies Use Live Chat?

63% 

of customers indicated they were more likely to return to a website that offers live chat.

41% 

of customers said not being placed on hold is a key reason why live chat is selected.

Live chat problems on average are resolved in **42 seconds**. This means you can help more customers!



Two Different Uses of Live Chat

Sales and Customer Support are the two main uses of live chat. Here's key info on how they are used **differently** by businesses and why it's important to have chat for each one!

SALES

Live chat helps the sales team **increase their conversion rates** by assisting customers in real-time to complete transactions.



Whether it's a **product, order, or delivery question**, live chat is great at providing quick answers to these customer inquiries.

Another benefit of live chat in sales is its ability to **drive repeat visitors to your site** which results in more sales.



As a **competitive differentiator**, live chat can be boasted about by sales as they describe the different ways they offer support.

Live chat enables you to **assist multiple customers at the same time**. This saves both time and money.



When it comes to **simple but timely support issues** such as password resets, live chat is a perfect solution for resolving these issues.

Live chat is one of the most effective methods of **reducing ticket creation** via simple ticket deflection.



You can **improve response times** with live chat and solve a wide spectrum of customer issues faster than phone or email.

The Future of Live Chat

Live chat has a bright future as the customer experience becomes more important to businesses.

Chat volumes are projected to grow at a compound annual **growth rate of 24%** through 2018.



By 2020, satisfaction rates for live chat are projected to **surpass 75%** among all chat users



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Sources

Software Advice - Forrester - eConsultancy - LiveChat - ICMI - Gartner