

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?

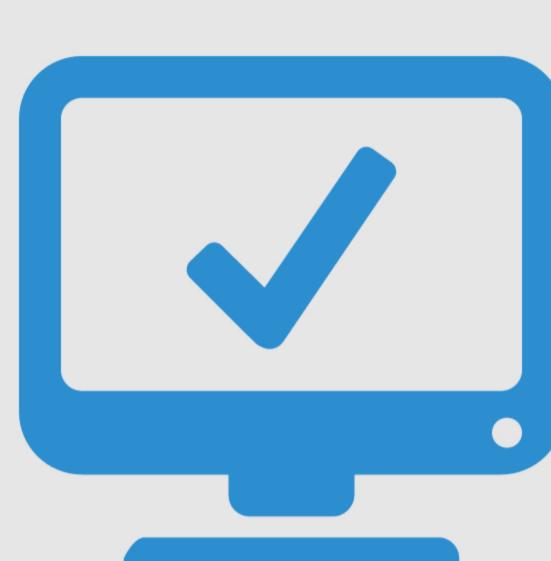
of customers indicated they were more likely to return to a website that offers live chat.

Live chat problems on average are resolved in 42 seconds.

This means you can help more customers!



placed on hold is a key reason why live chat is selected.



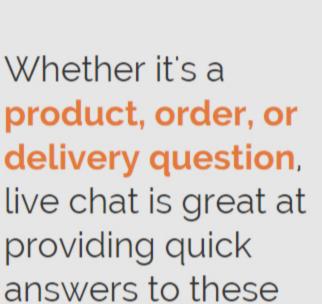
#### Two Different Uses of Live Chat

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.

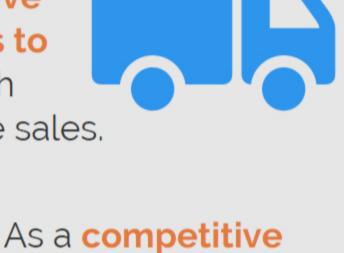




customer inquiries.

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

Another benefit of





# SUPPORT

you to assist multiple customers at the same time. This saves both time and money.

Live chat enables



When it comes to

simple but timely

support issues such

as password resets,

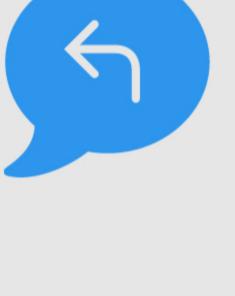
live chat is a perfect

solution for resolving

these issue.

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





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

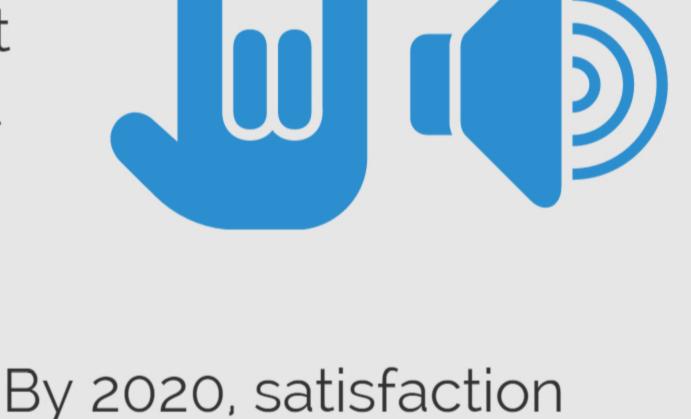
You can **improves** 

#### 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.





rates for live chat are projected to surpass 75% among all chat users



teamsupport.com

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Sources