



LiveChat Service Reports

Q1 & Q2 – 2019

Introduction

The increasing use and interest in live chat as a customer contact channel asks for more numerical insights in the way website visitors are influenced by having the option to chat. In our first report we are presenting the results of a sample of 150,000 chats from the first half of 2019. The report shows what factors are influencing the number of chats handled, the effect of chat on conversion numbers and what time during the day most visitors start a chat. Due to our extensive customer base and large sample, the data gives a reliable reflection of the actual influence of chat on website visitors.

Top findings

LiveChat Service Reports Q1 & Q2 2019 shows the following results:

- **More than 25% of the website visitors are converted into a lead or sale.**
- **A proactive chat causes website visitors to seek contact 3x more than without a proactive chat.**
- **36,5% of the website visitors chat outside office hours.**
- **On average 2,9% of the website visitors starts a chat.**
- **Don't chat longer than 10 minutes with visitors to keep conversion rates high.**

Terminology

- Chat operators (agents):** These are our employees manning the chat and answering the questions of our clients' website visitors.
- Proactive chat:** A chat that was started because the website visitor accepted the chat greeting.
- Reactive chat:** A chat that was started because the website visitor clicked on the chat window.
- Greeting:** A proactive message that invites the website visitor to start a chat conversation.
- Conversion (lead):** A website visitor that gave his or her contact information in the chat window.
- Conversion (goal):** With our chat software you have insights in self defined goals. For a recruitment company this can be a motivation letter and resume, for a webshop an order.
- Pre-chat:** A form that the website visitor has to fill in prior to starting a chat.

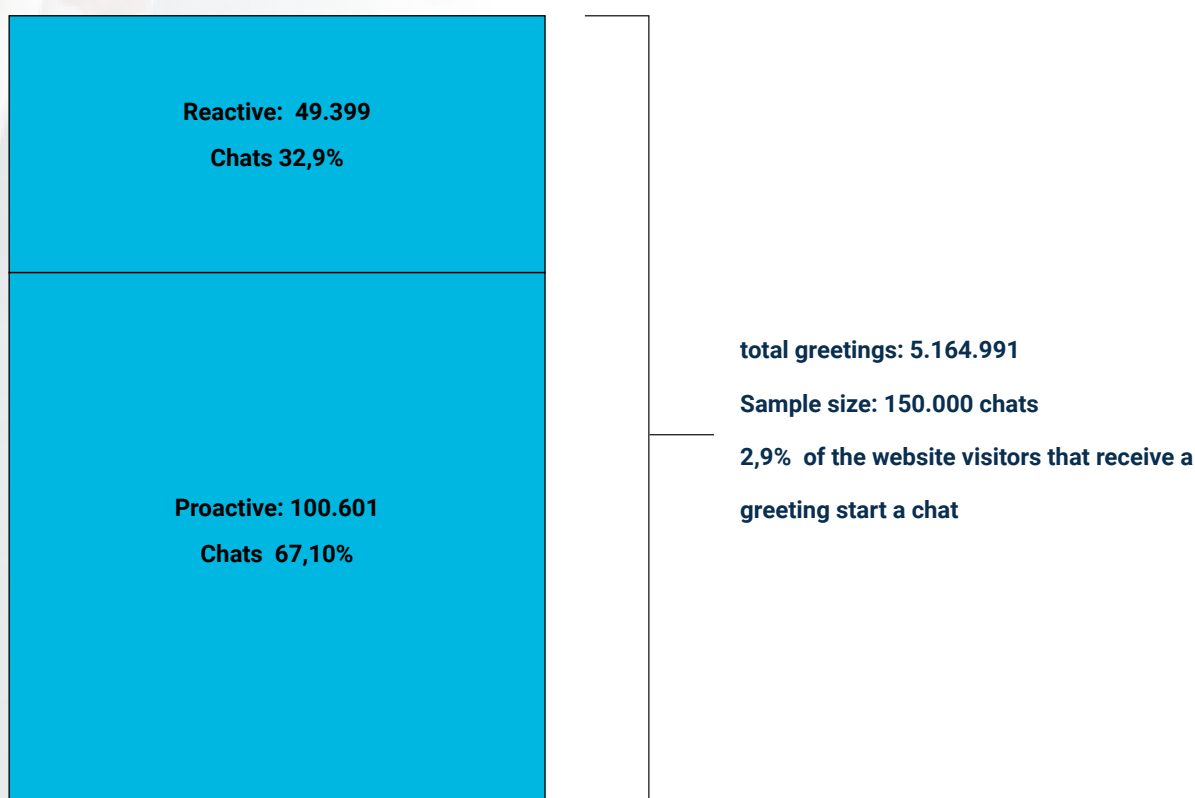


The human factor in chat

The goal of this report is to show how chat can be an 'added value' to consumers on your website. The results from this report can not be taken for granted when implementing live chat. The quality of a chat is subject to the way the chat operator is helping the website visitor. Aspects of live chat that are not influenced by the way chat operators handle chats will also be addressed, but in order to successfully convert visitors, adequate support from chat operators is necessary.

Chats: total, proactive (67.1%), reactive (32.9%)

We have taken a sample of 150,000 chats from the first half of 2019 (January - June). The number of greetings we have sent to get to this number of chats is 5,164,991, which means that 2.9% of the visitors that received a greeting started a chat. Of those 150,000 chats, the number of proactive chats started from a greeting is 100,601 and the number of reactive chats started by the visitor is 49,399. This means that 67.1% of the chats were started proactively. Based on this sample, a proactive chat will lead to 3 times as many chats. In theory, visitors could have also started a chat without the proactive greeting, but in practice we notice that a proactive greeting message has a large influence on the number of visitors that chat. The main goal of chat is to start a conversation with potential clients, that's why it's important to notify potential customers of your live chat.

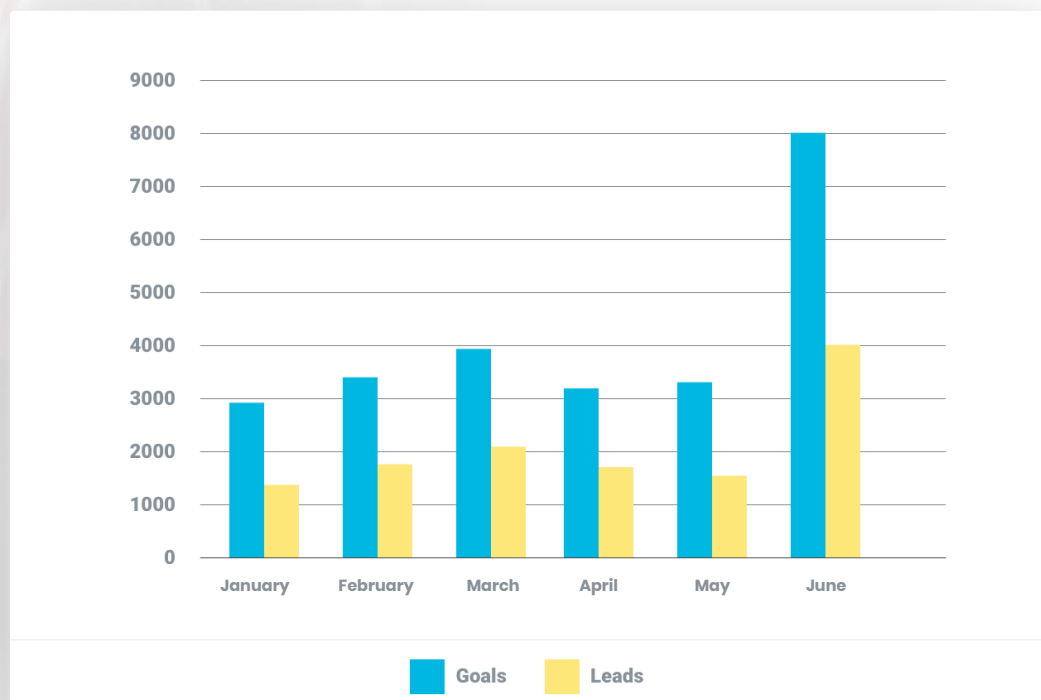


Conversion leads

Of the 150,000 chats, 24,664 resulted in a lead (16.4%). Take into account that the total number of chats contains the “no thank you”-chats. These are the visitors that thank the chat operator for their help, but don't have any questions. It means that the actual lead percentage is higher.

Conversion goals (8.4%)

During the implementation of new clients we work out a set of goals. This can be the placement of an order, an invoice request, uploading a motivation letter and resume, etc. Our system makes it possible to measure if a certain goals has been reached while the visitor was chatting. In the sample period a total of 12,643 goals were achieved. From the total number of chats this is a percentage of 8.4. It brings the total average conversion to 24.8%. Which means that on average almost 1 in 4 visitors of our clients convert.



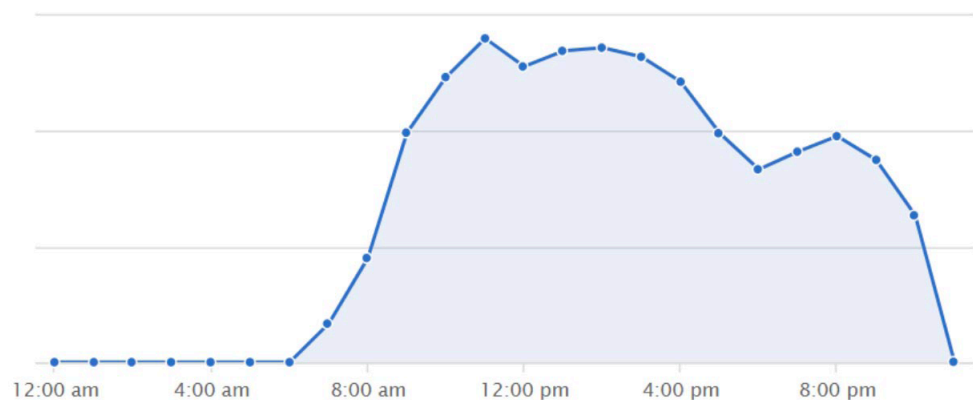
Number of goals & leads jan – jun (based on sample 150,000 chats)

Moment of chatting (>36.5% outside office hours)

Besides the effect of chat on conversion and lead generation, it's interesting to look at when visitors chat. We chat for our clients from 07:00 - 23:00 during the week and from 09:00 - 23:00 during weekends. The data shows a peak in the use of chat between 11:00 and 12:00 o'clock. Just before lunch, 8.8% of our chats are being handled. The explanation for this statistic is that people are being distracted from working just before lunch. It's the moment they are most prone to look for a new lease car, a new house or a nice t-shirt. While doing so, starting a chat is far less conspicuous than making a phone call. Sometimes visitors even say it: "I'm starting a chat instead of calling, because I'm at work so I can't call".

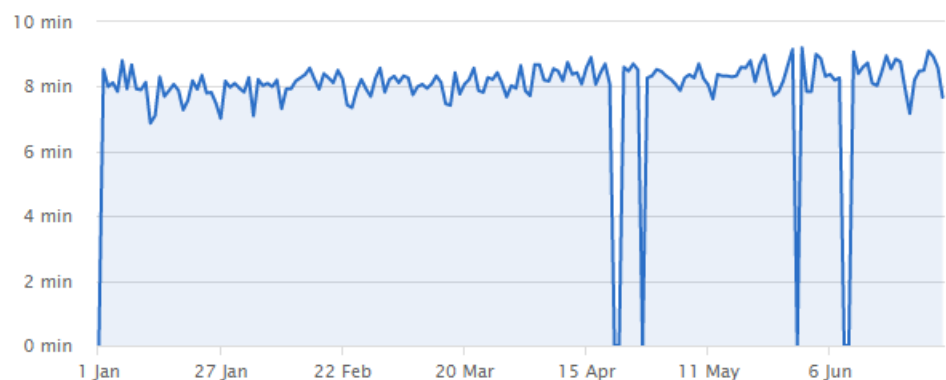
What's even more striking is that a significant number of chats take place outside office hours, 36.5%. The largest part of these chats take place from 17:00 - 23:00 (32.6%). In the morning from 07:00 - 09:00, 3.9% of the visitors chat. The actual number of chats that take place outside office hours is even higher, because the time frame of this calculation is 7 days. The chats in between 09:00 - 17:00 in the weekend obviously also took place outside office hours.

Time	% chats
07:00 – 09:00	3,9%
09:00 – 17:00	63,5%
11:00 – 12:00 (busiest hour)	8,8%
17:00 – 23:00	32,6%



Length of chats (8 min 13 seconds)

The average chat of the sample is 8 minutes and 13 seconds. Actually, this number is a little higher. The calculation takes 'no thank you'-chats into account and days upon which the chat is off (national holidays). The average is stable compared to other periods. The data shows that when chats are shorter, visitors convert more quickly. The reasoning behind this statistic is that when you over inform visitors, they have more information to consider when making their decision. This reduces their decisiveness and satisfaction with their final choice (Schwartz, 2004), causing them to convert less easily and return less often. So, stay to the point and don't over



Pre-chat

We don't use a pre-chat form. So take into account that the chats from this report were started without visitors having to fill in personal information in advance. Some companies and organizations choose to use a pre-chat because the information can be linked to their CRM-system. This gives them direct information about earlier complaints, questions and orders. This can help the chat operator (agent) in supporting the visitor. However, a pre-chat causes less website visitors to start a chat. Since the initial goal of a chat is to facilitate direct and user friendly customer contact, we highly advise not to use a pre-chat form.

Resources

Schwartz, B. (2004). The paradox of choice: Why more is less. New York: Ecco.

About the authors



CEO

Nick Blom is the founder and owner of LiveChat Service. With his active approach he ensures that every customer can make use of optimal chat immediately. As a result, the customer does not have to wait even a moment for the collection of extra leads via the website. For Nick, chat optimization is always number one.



Marketing Manager

Sietse Busser is Marketing Manager at LiveChat Service. From this position he has a profound focus on written content. With whitepapers, articles, blogs and as co-author of the book "Livechat: more than just a contact channel", he tries to make companies and organisations understand the power of livechat.

About LiveChat service

LiveChat Service is an online service provider in the field of live chat. Through trained chat operators, LiveChat Service ensures that they help their customers with new leads and improved service through the website every day. The chat gives visitors the opportunity to ask questions, leave comments and convert. This removes the barrier for chatters to leave their data behind. It works faster, friendlier and easier.

