

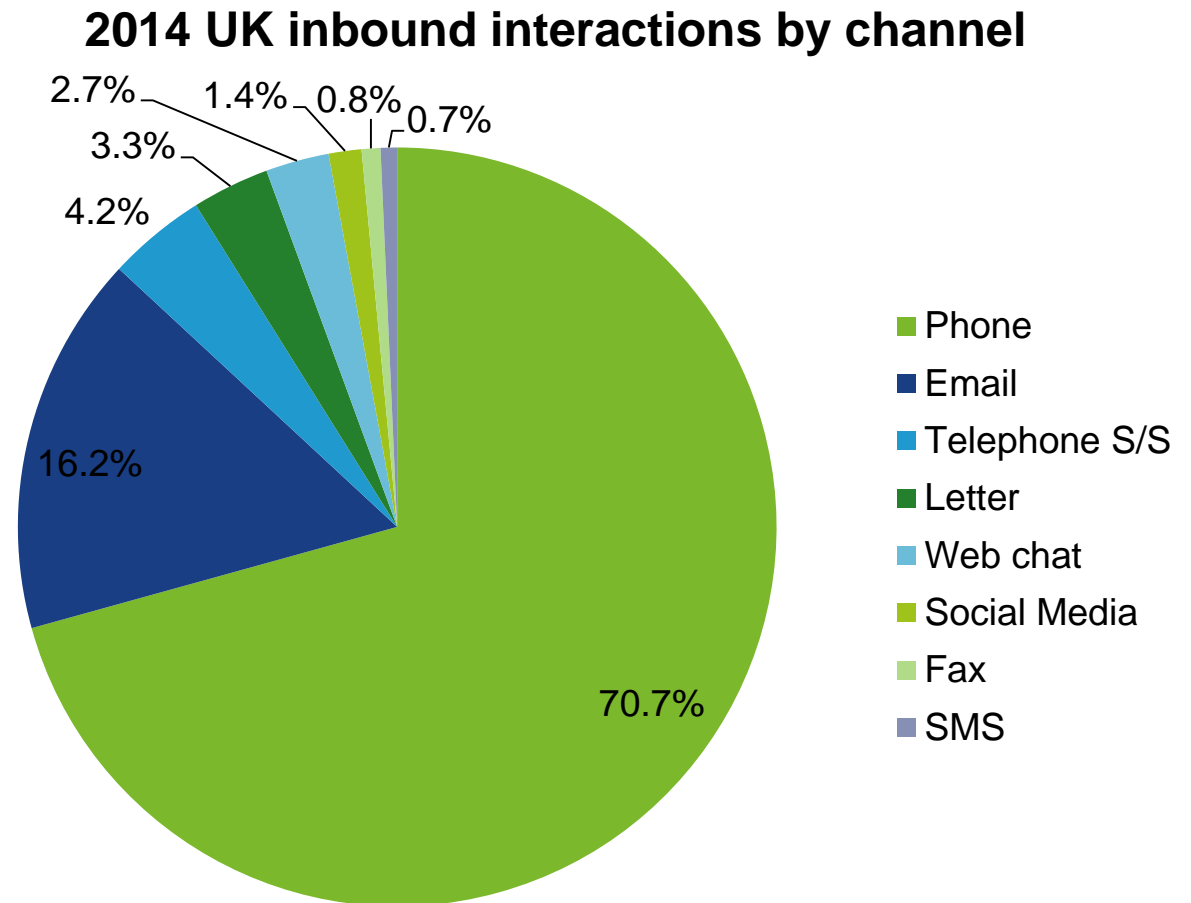
# Role of web chat in a digital customer strategy

Paul Weald

# Latest stats on use of web chat

2014 Contact Babel report – UK Decision Makers Guide

- 34% use web chat today
- Web chat accounts for 2.7% interactions
- Main vertical markets are outsourcers and retail
- 81% think use of web chat will increase in the future



# Digital customer support methods

Where does web chat fit as a potential Customer Service solution?

## What is Web Chat?

- A service that allows customer questions to be answered whilst they are browsing a website so that the transaction is more likely to be completed by reducing abandonment, improving conversions and driving customer satisfaction
- The more a company grows its digital capabilities, the more important web chat becomes for online sales and customer support effectiveness

## Example capabilities:

- **Proactive chat intelligence** – analytics based ‘push’ chat notifications based on customer journey analytics
- **Mobile chat** – enabling customers to chat to you from their mobile
- **Co-browsing** – ability to share screen between advisor and customer to resolve a query

## Success Factors:

- When managed well, chat helps to overcome the breakpoints in an online customer journey by giving customers someone to interact when they need help
- From a customer service perspective, web chat is often a channel of preference for mobile customers with a higher first time resolution rate for these users (compared to email)

# Managing web chat in the contact centre

## Operational considerations

### **How many simultaneous web chats can an advisor really handle?**

- Depends on the business process – single for detail co-browse session; up to 4 for IM chat
- Important to know when to transfer a chat session to another type of interaction

### **Advisor skills to handle web chat**

- Blend of written skills, typing speed (and accuracy), digital/online savvy
- Could be multi-skilled (if business process knowledge is important) or single skilled

# Managing web chat in the contact centre

## Operational considerations

### How many simultaneous web chats can an advisor really handle?

- Depends on the business process – single for detail co-browse session; up to 4 for IM chat
- Important to know when to transfer a chat session to another type of interaction

### Advisor skills to handle web chat

- Blend of written skills, typing speed (and accuracy), digital/online savvy
- Could be multi-skilled (if business process knowledge is important) or single skilled

### Handle times and SLAs for live chat

- Response times – 60 secs to answer, 10 seconds to respond – to ensure take-up
- Handle time – under 5 minutes – to ensure cost-effective use of the channel

### Quality monitoring of web chat

- Decide how to measure customer satisfaction, advisor productivity
- Quality process should consider “tone of voice”, written accuracy and appropriate use of knowledge

Key implementation factors

# 1. Support customer journeys



## 2. Know your customer





### 3. Give Advisors the tools



**Deloitte.**  
**Digital**

# Deloitte Digital is an innovative leader in online and mobile strategy, design and development

combining customer advisory consulting, creative design and technology solutions across web, social and mobile platforms

Today's presentation is on role of web chat in a digital customer strategy

Deloitte Digital is a registered brand of Deloitte Touche Tohmatsu Limited (“DTTL”), a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see [www.deloitte.co.uk/about](http://www.deloitte.co.uk/about) for a detailed description of the legal structure of DTTL and its member firms.

Deloitte MCS Limited is a subsidiary of Deloitte LLP, the United Kingdom member firm of DTTL.

This publication has been written in general terms and therefore cannot be relied on to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication. Deloitte MCS Limited would be pleased to advise readers on how to apply the principles set out in this publication to their specific circumstances. Deloitte MCS Limited accepts no duty of care or liability for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

© 2014 Deloitte MCS Limited. All rights reserved.

Registered office: Hill House, 1 Little New Street, London EC4A 3TR, United Kingdom. Registered in England No 3311052.

Deloitte Digital is based across 3 UK studios:

49 Clerkenwell Green, London, EC1R 0EB  
Stonecutter Court, Stonecutter Street, London. EC4A 4TR  
Batik Building, Omagh Gasworks, Belfast, BT7 2JA