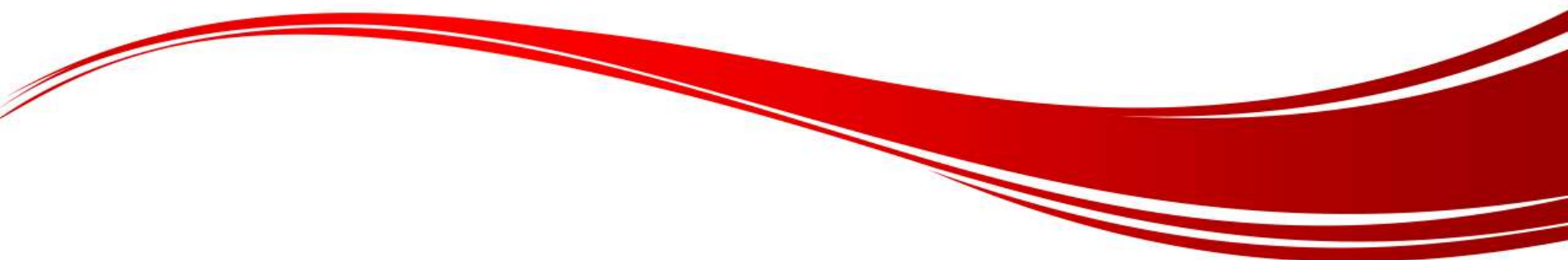




Reducing Customer Effort with Chat

Richard McCrossan



In-house Research



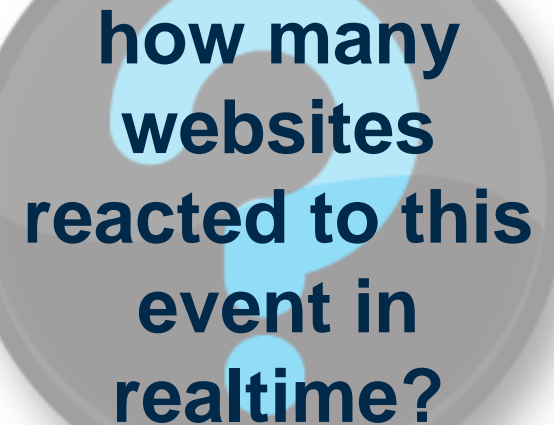
We shopped at **500**
major online
retailers websites...
we went on a
shopping spree





**\$200
worth
items**

**We abandoned the
cart on the last step
of the purchase as a
registered user**



**how many
websites
reacted to this
event in
realtime?**

What we Discovered...

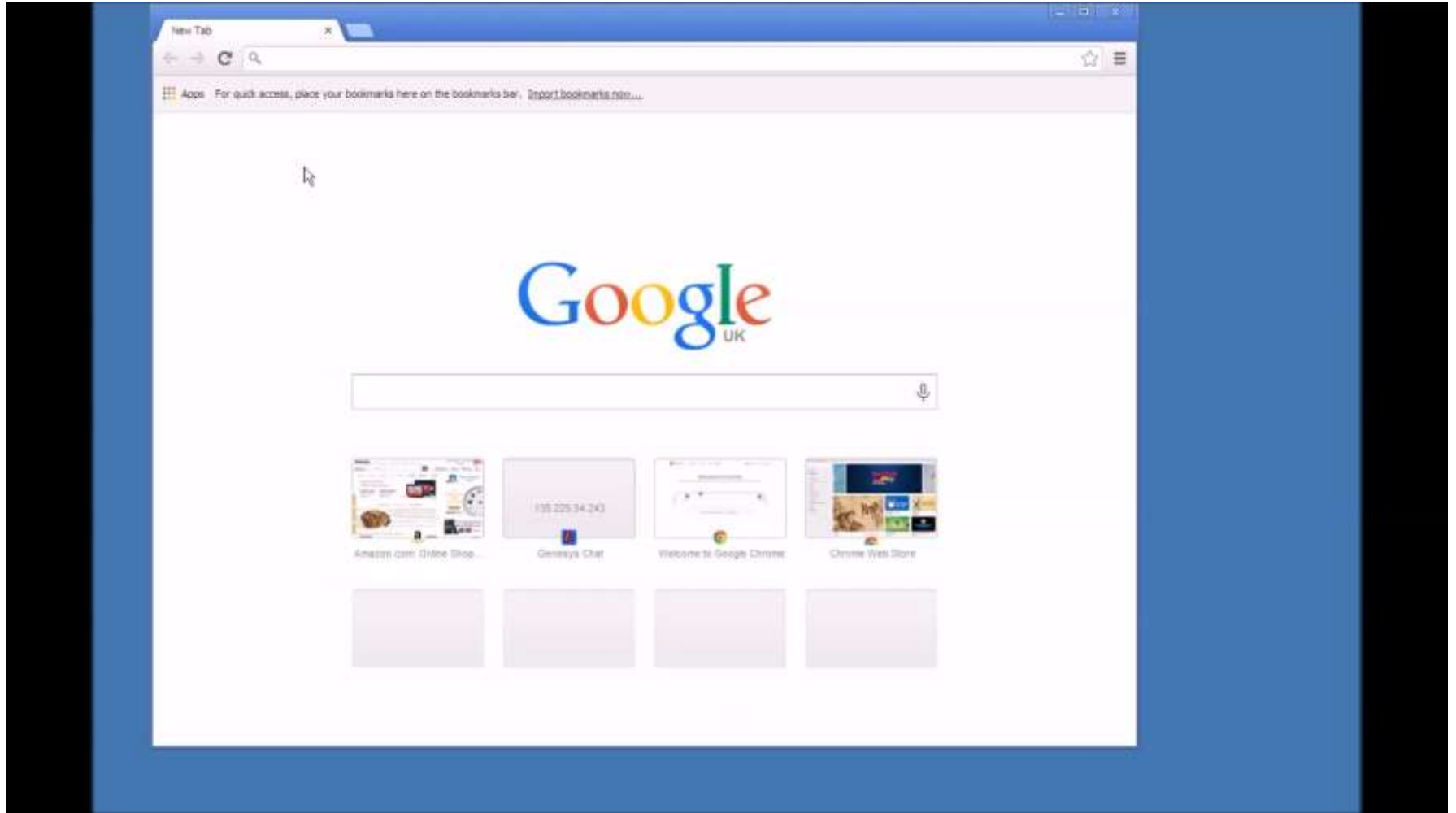
99.6% (498 of 500 stores) did **NOT** offer a proactive chat after an item over \$200 was removed from the cart of a registered user

**Same study in the UK:
Zero out of 75!**

What we Discovered...

Only **7.19%** (36 of 500 stores)
followed up with an email recognizing
that an item over \$200 was not
purchased after it was removed from
the cart of a registered user

UK study: 15%



From Managing Touchpoints to Customer Journeys...

Companies focused on the end-to-end journey perform better

Revenue Growth
10 to 15%



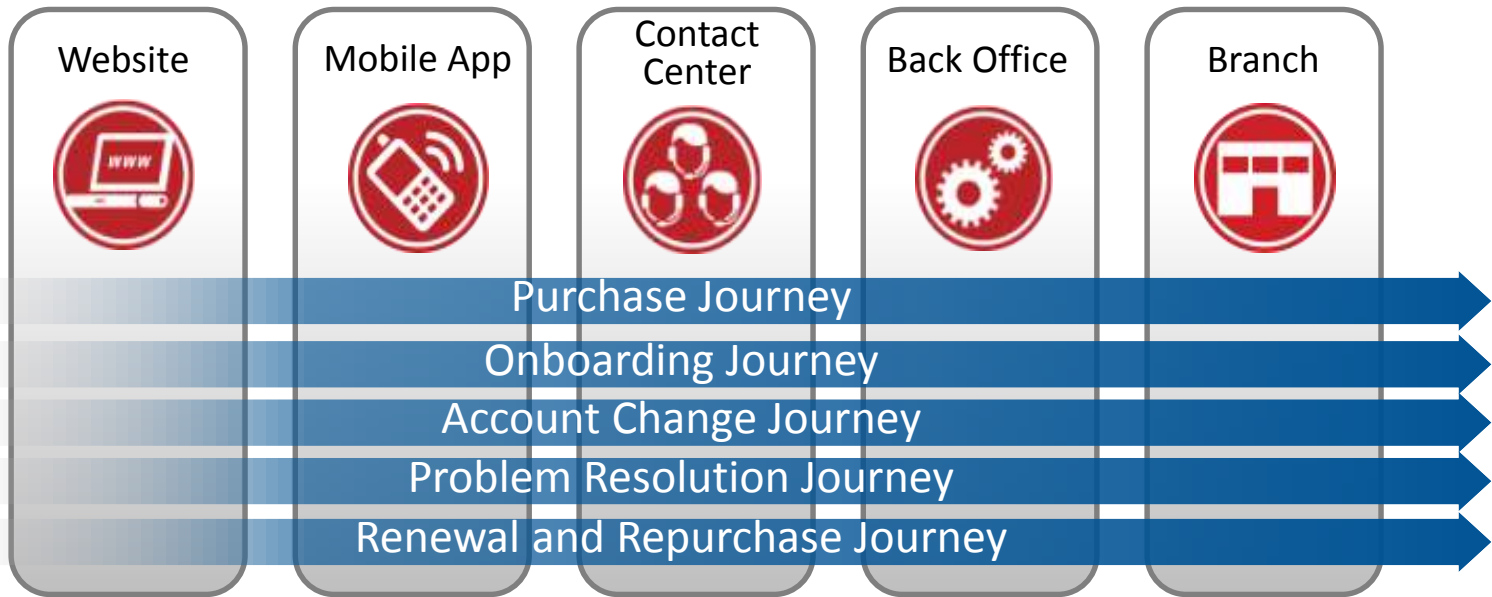
Customer Satisfaction
20%



Lower Cost to Serve
15 to 20%



Source: McKinsey



“Journey Appropriate” Human touch

Right Channel

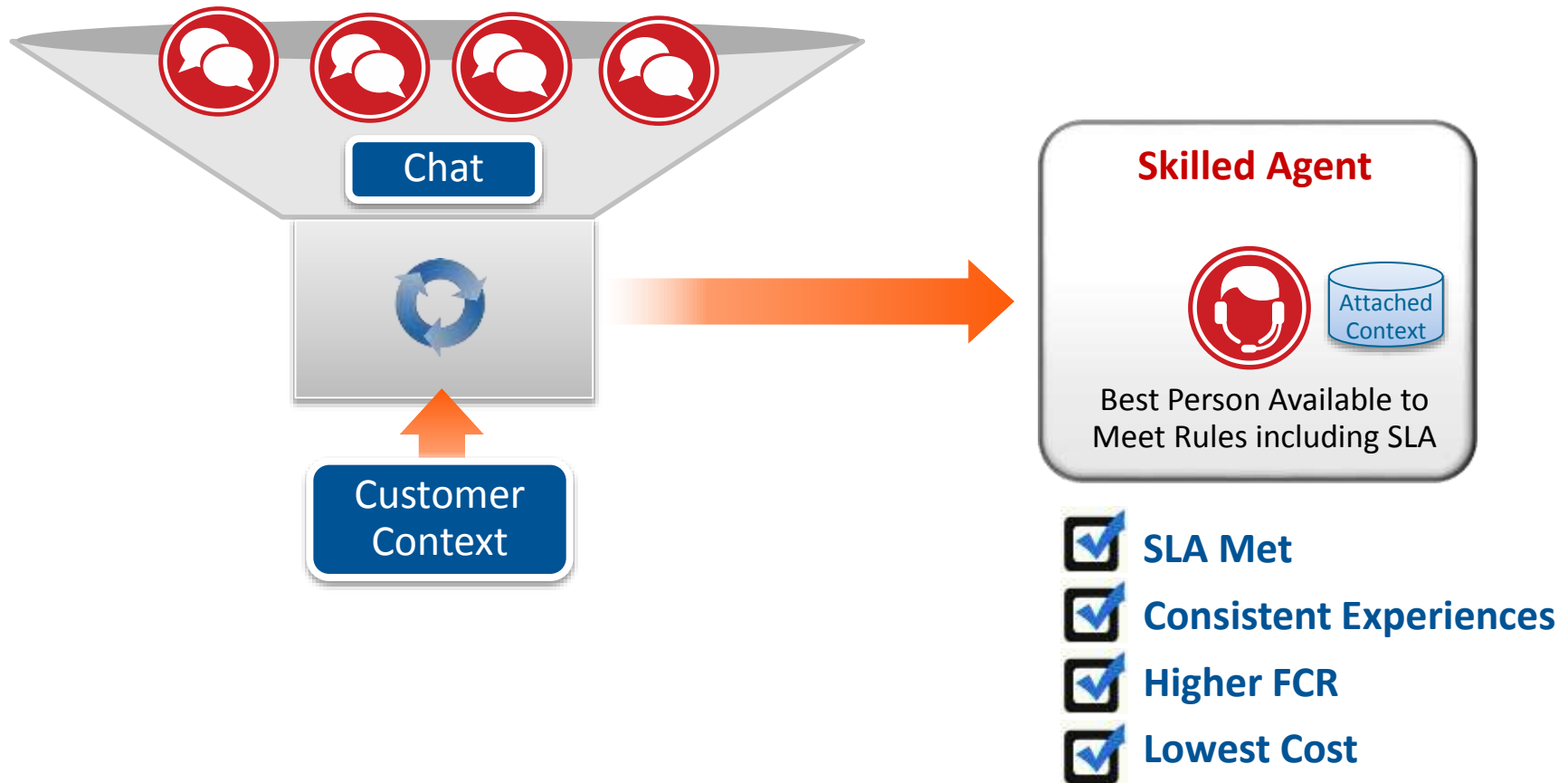
Right Person

Right Time

CAN I HELP?



What a business needs from a chat solution: Skill-based, Context-Sensitive Routing



What a business needs from a chat solution: Integrated & Consistent



- Reporting
- Routing
- Business Rules
- Customer view
- Common interfaces
- Supervisor/
analytics tools

IMPROVED CUSTOMER & AGENT SATISFACTION
IMPROVED OPERATIONAL EFFICIENCY

What a business needs from a chat solution: Agility

- Resource re-allocation
- Smooth on-boarding
- Channel assignments
- Forecasting
- Scheduling
- Business rule optimisation



IMPROVED OPERATIONAL EFFICIENCY
IMPROVED TIME TO MARKET


بنك دبي التجاري Commercial Bank of Dubai



Ask Sara

Sara:

Good morning and welcome to CBD! My name is Sara, your CBD Virtual Assistant. I'm here to answer your questions. How can I help you today?



Related FAQs

Select category

Please select a question:

What is Budget & Track?

What are the benefits of a bank account with CBD?

Ask Sara a question

Type your question here

250 characters left

[Security Note](#)

Send

Mobile banking
Your bank is always close at hand

SECURE



Live Chat

Security Note [View](#) **Close Chat**

Welcome to CBD Live Chat! Customer service agent will be with you shortly.

Olessya:
Thank you for contacting Commercial Bank of Dubai. How may I help you?

You:
good morning was asking about auto loan

You:
do you know how much is the % for auto finance

Olessya is typing...

Enter text here

Send

Cross Channel Journeys & Chat

Customers use multiple channels. Chat is just one of them.

Journey-aware chat drives sales/retention up & cost down

Route, Manage & Measure Chat to deliver on SLA.

Blend Chat with other Channels for better productivity

Integrated Forecasting & Scheduling for Chat

One CX



Questions & Answers

