



WhosOn



The
little
black book
of live chat
statistics

75 live chat statistics
that might surprise you...



Here's 75 stats that prove the critical importance of live chat

Live chat software is no longer negotiable. It's not a luxury, it's not a nice-to-have, and it's not an optional but ultimately inessential web feature.

In today's digital landscape, live chat is a necessity for any business website.

But hey – don't just take our word for it. Here's 75 stats, taken from multiple studies, multiple countries and multiple consumer groups, that prove the critical importance of live chat.



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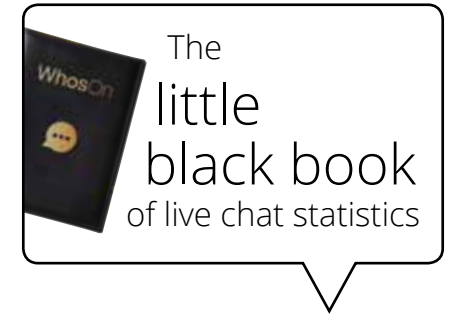
Wrap up →



We'll start with sales.
Want your website to
make you more money?
You'll be needing live
chat for that...



sales



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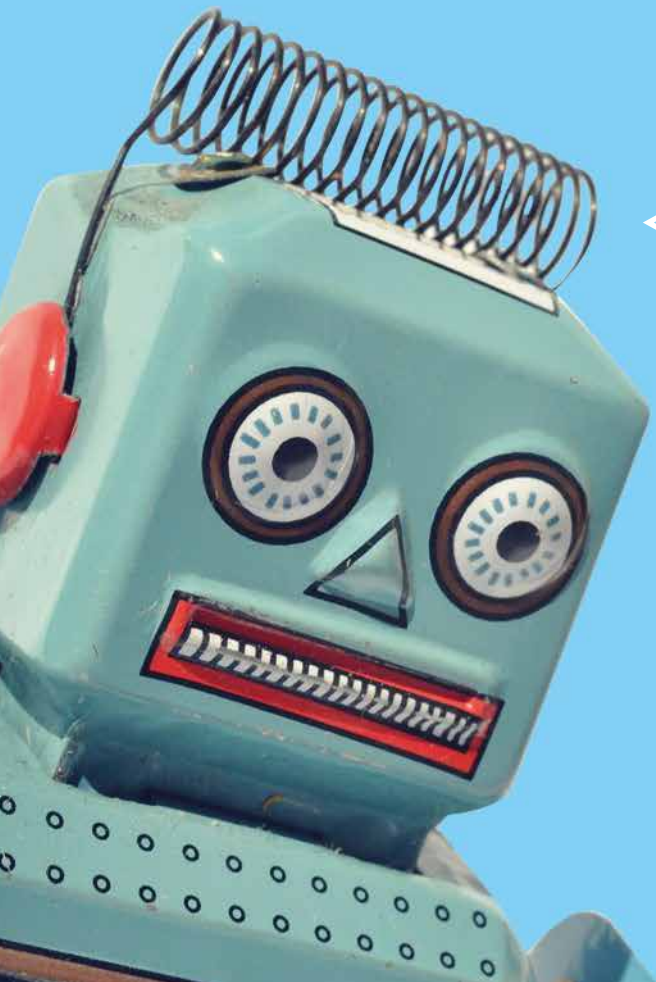


Chatters are worth
4.5x
as much as website
visitors who don't
chat.



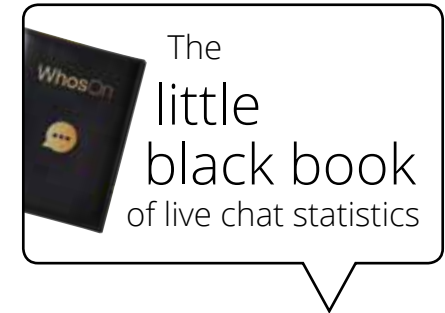
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77%

of online shoppers
want to contact a
real person before
buying.



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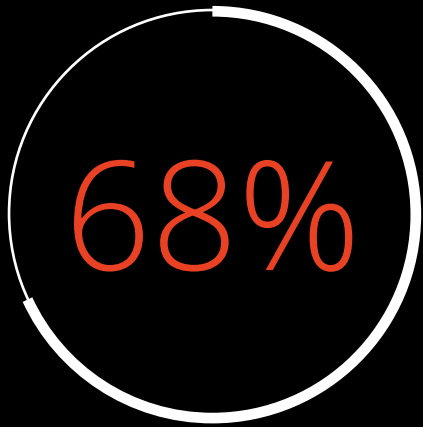
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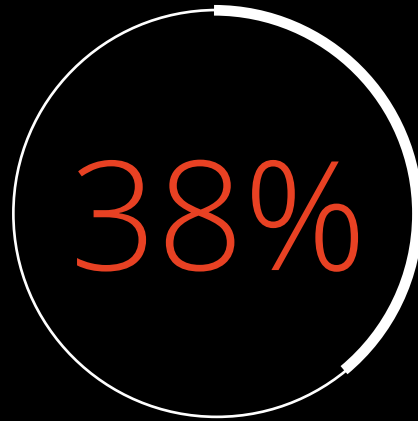
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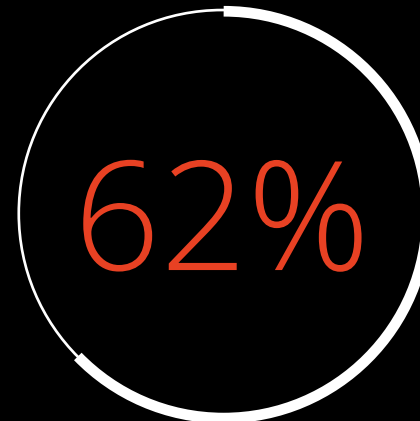




Chatting has a bigger impact on mobile, with mobile chatters spending 68% more than mobile non-chatters.



38% of customers have said that they have made a purchase due to a good live chat session itself.



62% of customers are inclined to purchase products online if live support is available.



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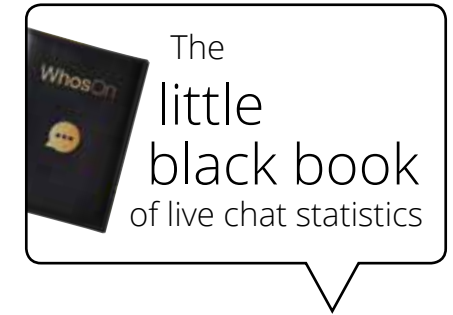
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52% of consumers
will abandon an
online purchase
if they can't find
quick answers.



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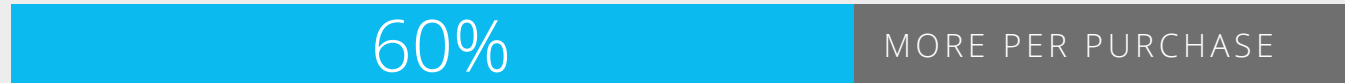
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Chatters spend 60% more per purchase than non-chatters.



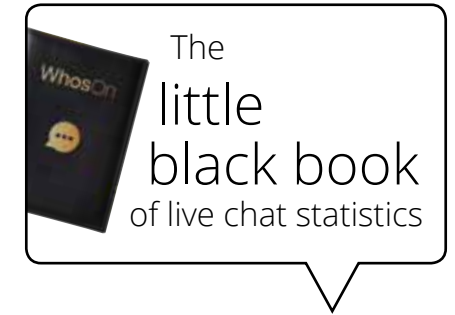
The addition of live chat to a website typically causes a 20% increase in conversions.



31% of online shoppers expect help to be immediate when purchasing.



Chatters are 2.8x more likely to convert than visitors who don't chat.



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On average, contact centres with live chat report a 15% increase in efficiency.



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Chatters buy,
on average,
12%
of the time.

48% of online shoppers will
abandon a purchase if their
questions aren't answered
promptly.

Businesses with
an omni-channel
strategy average
9.5%
year-over-year
increase in
annual revenue.



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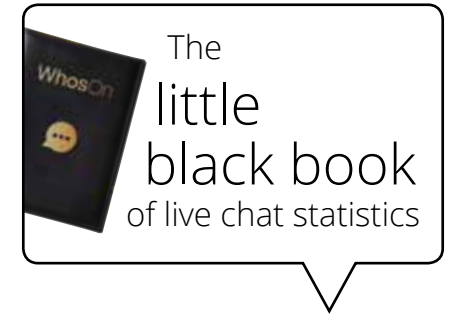
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41%

of consumers
are more likely
to trust a brand
if live chat is
available.

I ♥
YOUR
BRAND



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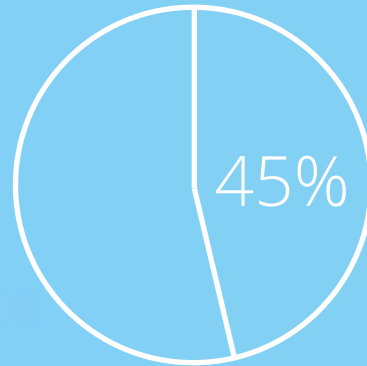
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of shoppers prefer using a website with live chat for repeat purchases.

Proactive chat earns



of companies offering live chat support reported an increase in site traffic.

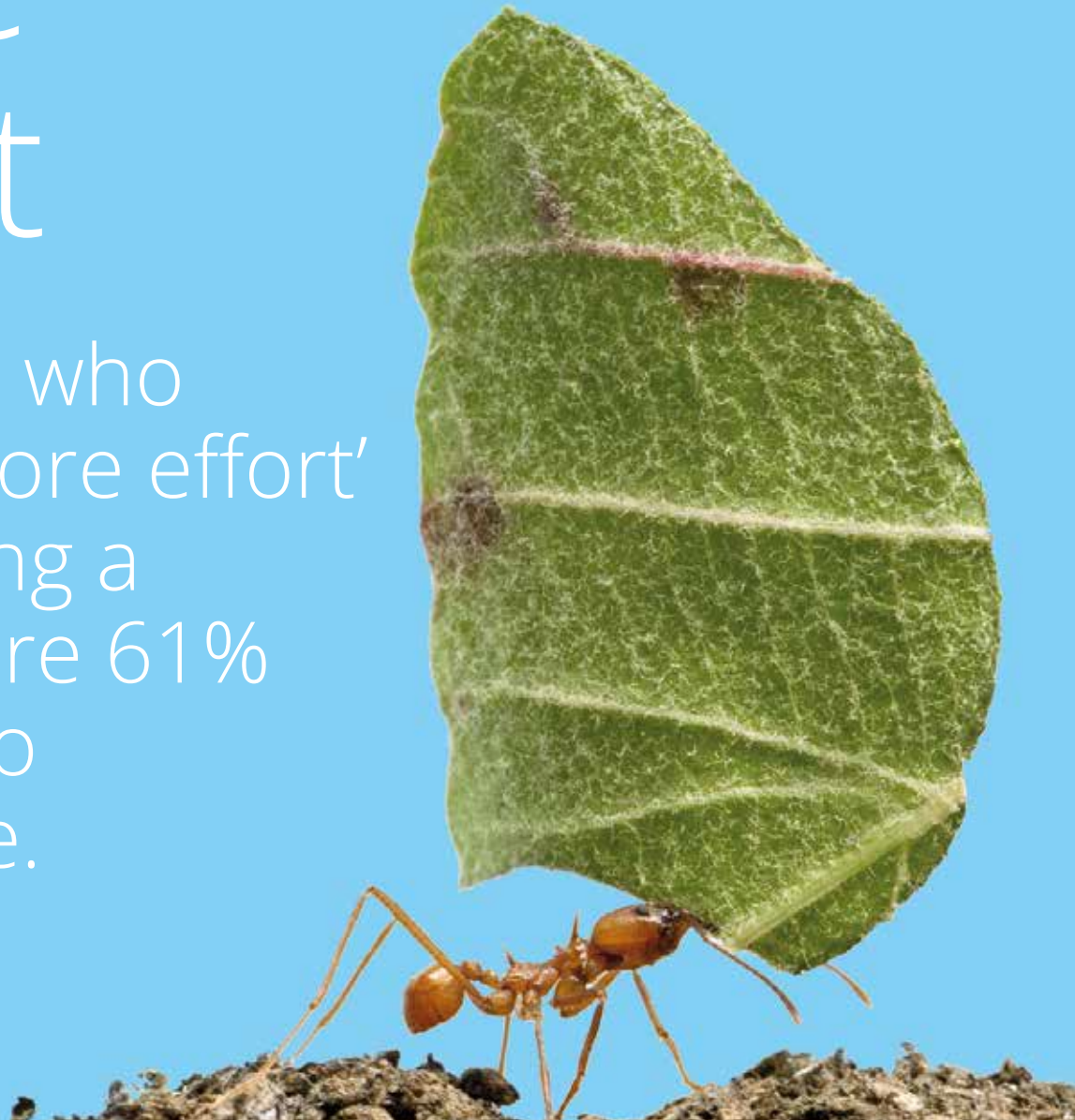


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More effort

Customers who indicate 'more effort' in contacting a company are 61% less likely to repurchase.



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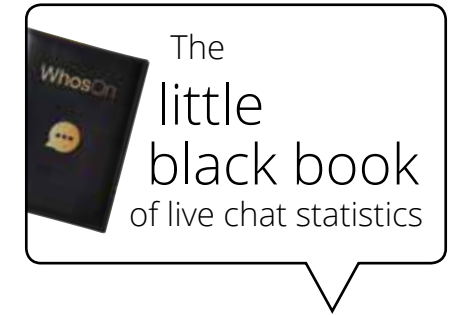
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Live chat is
17%-30%
cheaper than a
phone call.

71%
of experienced
online shoppers
demand live chat.

62% of consumers
would purchase more
products online if live
support was available.



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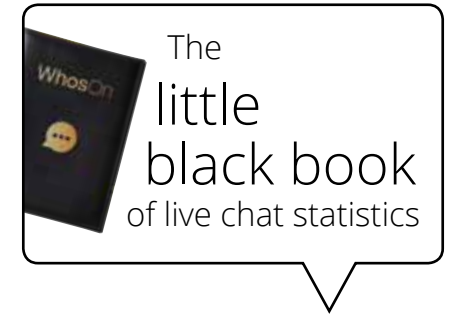
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Omni-channel strategies

Companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies.



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Over half of
online shoppers
say that a lack of...

...live interaction
has caused them
not to purchase.

37%

of online shoppers have
abandoned a cart because
they wanted to ask a
question but
couldn't.



78%

of global customers will buy more
from businesses that cut the time and
effort required to interact with them.



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We're guessing you want satisfied customers as well as strong sales, right? Well, once again, you'll be needing live chat for that...



satisfaction



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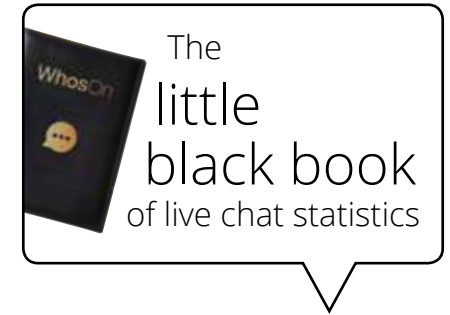
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Live chat has the highest satisfaction levels for any customer service channel, at 73% (compared with 61% for email and 44% for phone)



42% of customers say that not having to wait on hold is a key reason why they prefer live chat.

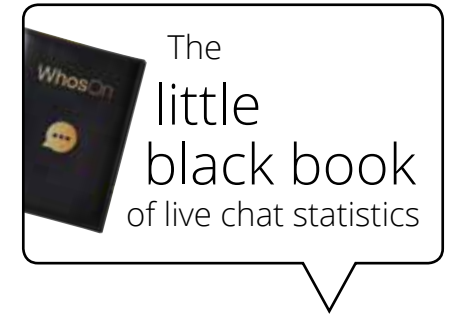


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Returning customers

63% of customers say they are more likely to return to a website that offers live chat as opposed to one that doesn't.



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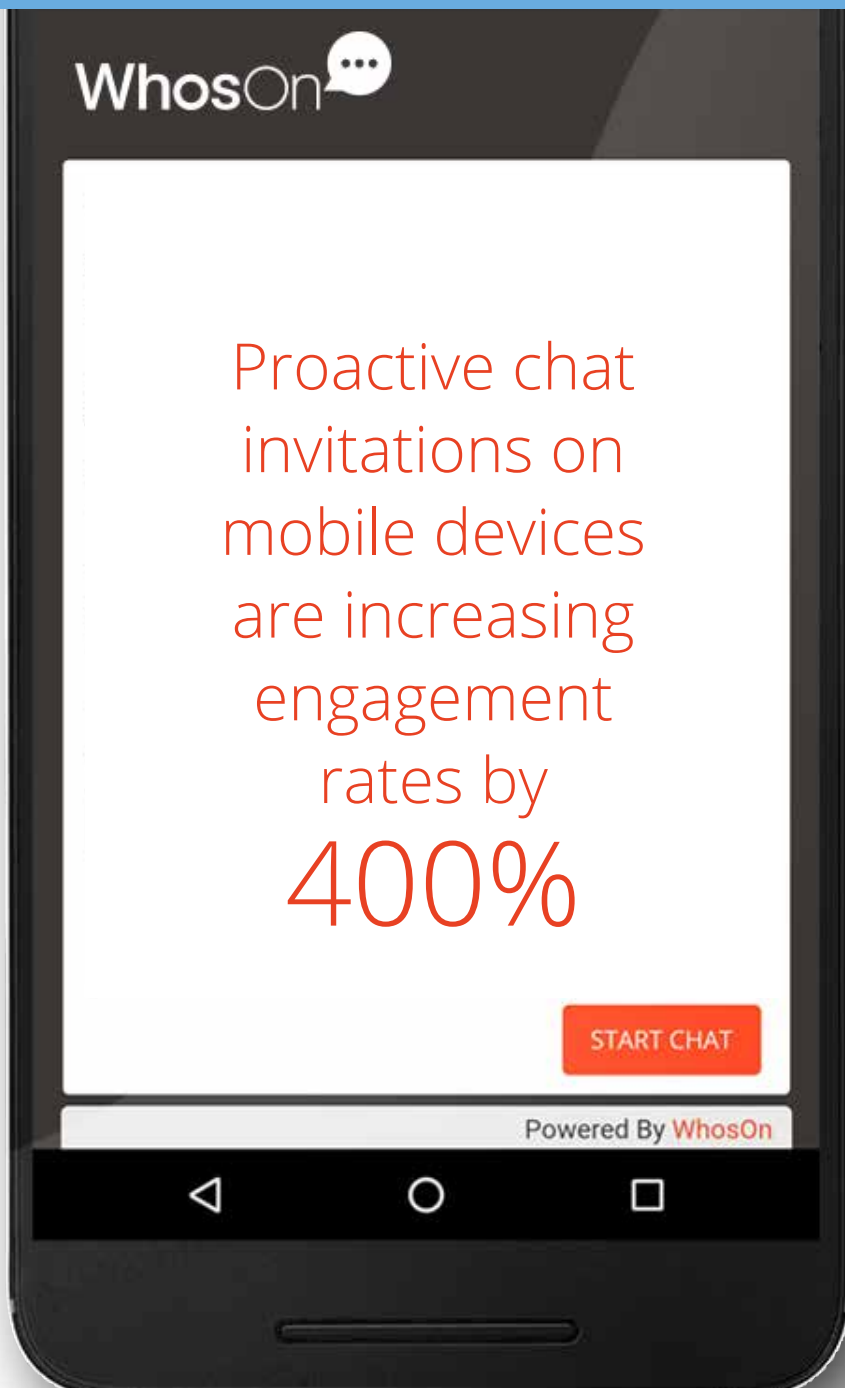
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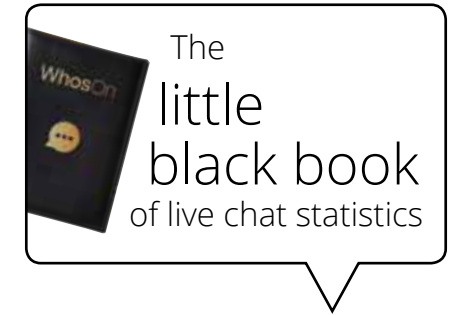




90%
of customers
consider live
chat helpful.

71%
of visitors expect help
within 5 minutes when
purchasing online.

45%
of consumers don't
use the telephone as a
service channel due to
excessive wait times.



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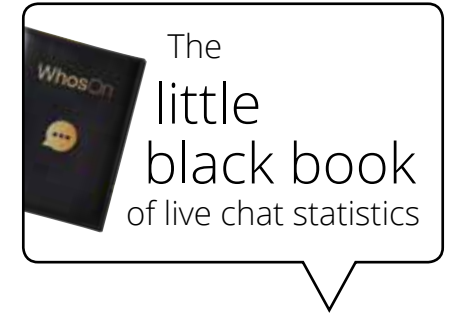
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Service level



91% of customers
who've used live
chat are satisfied
with the level of
service provided.



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33% of website visitors are frustrated by poor quality or unresponsive contact facilities.

83% of consumers who switched providers say better live support would have impacted their decision.

94% of consumers say live help would be useful when making online purchases.

46% of live chat users say it is 'just a better method of communicating.'



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66% of consumers would rather have a root canal without anesthesia, a tax audit or have dinner and drinks with their mother in law than wait on hold for a customer support representative.



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40% of customers are frustrated by the inability to ask simple questions online.

All demographics are comfortable with live chat; even one-third of Older Boomers and the Golden Generation use it for customer service.

93% of consumers see real-time help being beneficial during their online customer journey.

92% of customers who were proactively invited to live chat were somewhat or very satisfied with the experience.



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Just 12%

of consumers have experienced an error when contacting a company via live chat.

66%

of shoppers will actively look for sites that provide live chat once they have used it.

Only 32%

of shoppers are satisfied with the availability of click and chat.

OK



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60%

of customers hate waiting for longer than a minute to receive support.



54%

of customers say that using live chat involves a low level of effort.



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Characterless online customer services

23% of consumers
are frustrated by
impersonal,
characterless online
customer services.



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Want to give better service, to more customers? Well you've guessed it, you'll be needing live chat for that, too...

service



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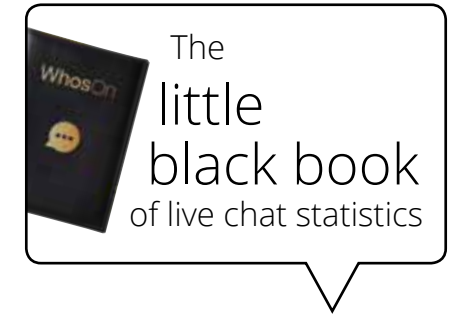
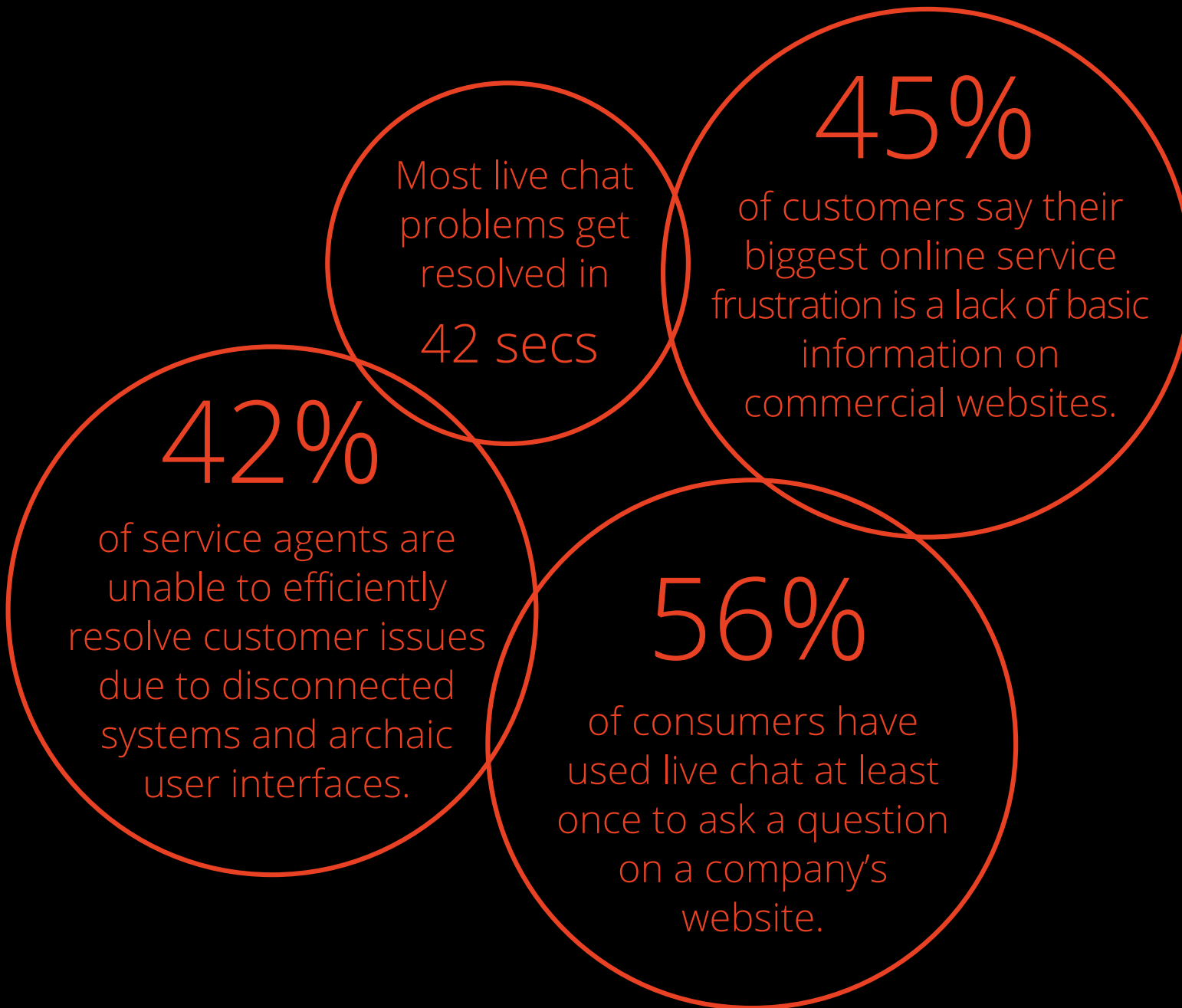
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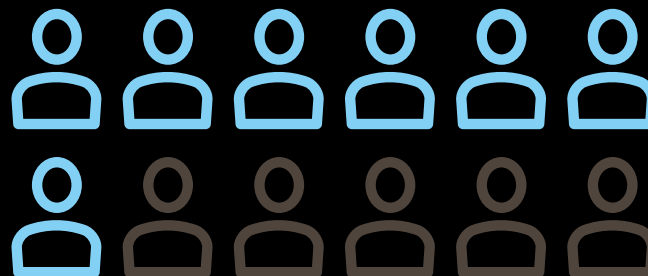
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60% of consumers prefer to use live chat when they need only basic information on a product or service.



Chat usage rates have risen in the past three years from 30% to 43%.



83% of customers require some kind of live support when making online transactions.

82% of online shoppers use chat for support.



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61% of consumers under the age of 24 admit to actively avoiding calling businesses.



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60%

of millennials prefer to have shopping questions answered via live chat than “traditional” mediums.



One in three

consumers want to reach agents using live help online as well as in person.



52%

of consumers utilise three or four channels when seeking customer care.



23 seconds

On average, it takes just 23 seconds to respond to a live chat message.



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Consumers want choices

89%

of consumers
want choices for
how they can
contact customer
support.



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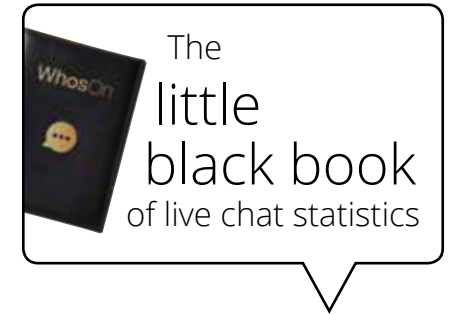


Customers use 5.6 channels on average; 97% of customers are multi-channel users.

68% of online users engage in live chat.

41% of consumers ages 18 to 46 (Generations X, Y, and Z) prefer online customer service to the telephone.

57% of customers now demand live chat availability alongside more established service channels.



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It's simple, really. Live chat is the key to stronger sales, satisfaction and service. And if you want the most advanced solution on the market, you need look no further than WhosOn.

Chat to us now!



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