

# FIVE WAYS LIVE CHAT BOOSTS COMPANY PERFORMANCE

Companies using live chat as part of customer interactions enjoy superior results than those that don't. Below is an illustration of how live chat users compared to non-users perform across key metrics such as revenue growth, and cost reduction as well as creating positive customer word-of-mouth.



## Live chat users enjoy:

34%

greater annual improvement in customer satisfaction rate

2.4x

greater annual increase in cross-sell and up-sell revenue

20%

greater annual improvement (decrease) in customer contact abandonment rate

9.3x

greater annual improvement in agent utilization rate

2.6x

greater annual improvement (decrease) in customer care costs

as compared to non-users.



[Read the full report: Live Chat: The Gift that Keeps on Giving, February, 2015, Aberdeen Group](#)

**The bottom line:** The web has become a ubiquitous customer interaction platform. As a result, it's vital that companies use it effectively when selling their products and providing after-sale support. Live chat helps companies realize additional revenue opportunities when customers are browsing a website, as well as reduce client effort when seeking support. If you don't currently use live chat as part of your web experience management activities we strongly recommend you to consider doing so.