

USE LIVE CHAT FOR SUPERIOR OMNI-CHANNEL CUSTOMER EXPERIENCES

→ In a **recent study**, Aberdeen Group found that companies using live chat as part of their digital selling and service activities enjoy 34% greater customer satisfaction, compared to non-users. The same study revealed that live chat users also reduce customer care costs by more than double the competition year-over-year. These results are facilitated through the organizations' ability to seamlessly connect live chat conversations with omni-channel activities. Below is a list of activities that will help organizations deliver consistent, personalized and timely messages to meet changing buyer needs when using live chat.

<input type="checkbox"/>	Identify and connect disparate systems capturing customer data. The foundational element of omni-channel customer interactions is the ability to have a unified view of the customer interaction history by all relevant stakeholders in the business. To determine if you have this in place, identify if your customer-facing employees have the same account insights at any given moment in time. If the answer is no, work with your IT team to map the systems you use to capture customer data and ensure a seamless flow of information to create a single view of your buyers.
<input type="checkbox"/>	Enable employees with easy access to multi-channel customer insights. Once you ensure a unified view of the customer interaction history, it's crucial that employees are able to access those insights in an easy fashion. Employees often manage multiple live chat conversations simultaneously, and therefore it's vital that they can access relevant account and product/service data in order to lead buyers to rapid resolution/sale. To assess your strengths in this area, capture employee feedback and use technology tools such as desktop analytics to identify how long it takes employees to access relevant data.
<input type="checkbox"/>	Use analytics to gauge the effectiveness of your live chat activities. Live chat yields significant benefits, however only for those organizations that regularly measure and assess their performance results to fine-tune their programs. If you're not already using analytical tools such as business intelligence to track and measure various components of live chat interactions (e.g. canned messages and agent performance) we highly recommend you to do so as it will help you identify your strengths and weaknesses. The latter is invaluable as it helps you prioritize for continuous performance improvements.
<input type="checkbox"/>	Align customer expectations with live chat activities. Capture voice of the customer (VoC) data, and use it when measuring live chat results. There's no stronger validation that your efforts are paying off than direct client feedback. Using analytics to correlate live chat activity results with VoC data will help you with critical intelligence needed to ensure that your live chat activities yield the customer experience outcomes you aim to achieve.

Read the full report: [Live Chat: The Gift that Keeps on Giving](#)

