

TOP 5 CONVERSATIONAL CX GAPS IN MESSAGING AND CHAT

Today's hyper-connected customers crave immediate, highly-relevant experiences everywhere they live, work, and play. And although many claim to have mastered customer happiness across all channels and touchpoints - very few can prove it.

We mystery shopped some famous brands, and here's what we learned about their Chat, Messaging, and Texting conversational experiences.

MYSTERY SHOPPING RESULTS
Top 5 Conversational CX Gaps

- Inconsistent accessibility and visibility of chat/messaging options
- Lack of continuity between IVR and associate in a single chat experience
- Slow response rates and speed-to-resolution times
- Limited IVR options and poor conversational designs
- Inability to solve complex issues in the chat/messaging channel

Customer Feedback Quotes:

- "I've looked, and I can't find how to live chat, message, or text your business. And I have no clue how to find it."
- "I already answered all these questions on your website. Why are you asking me the same ones again?"
- "I don't need help with any of these things. I need help with something else."
- "I turned it off and on, tried resetting it, and confirmed it was plugged in, and it's still not working. Can you help me?"

HOW DID WE GET HERE? THE EVOLUTION OF CONVERSATIONAL CX



PRESENT DAY: PEOPLE LIVE THEIR LIVES ON MESSAGING AND CHAT

People across generations prefer to message more than call or email

65% Millennials & Gen Xers
63% Boomers
(Source: FacebookIQ)

WHICH MEANS, YOUR CUSTOMERS DON'T WANT TO TALK TO YOU - THEY WANT TO TYPE TO YOU

70% of a large telco company's customers chose the "Message Us" button rather than the "Call Us" button

53% of people are more likely to spend money with a business they can contact via a chat app
(Source: FacebookIQ)

People who message businesses increasingly say messaging is the best way to engage with a business.

- ask general questions
- want to know store hours
- make or confirm an appointment
- make a purchase or place an order
- provide feedback about a business
- share photos of products

Words people associate with messaging

EFFICIENT
CONVENIENT
ECONOMICAL
AT MY PACE
FUN
(Source: FacebookIQ)

SADLY, MOST BUSINESSES CAN'T SUPPORT THE CONVERSATIONAL EXPERIENCES THEIR CUSTOMERS CRAVE.

20% of Live Chat requests go unanswered
(Source: 99firms)

63% of customers text businesses that aren't even set up to respond
(Source: MarTech Today)

They also want instant, and more importantly, constant gratification.

10 MINUTES
(Source: Hubspot)

Consumers expect answers within 10 minutes or less from the moment they first reach out

79% of consumers favor Chat support because it allows for instant responses
(Source: 99firms)

+75% of US consumers say receiving a text message is the fastest way to reach them for important service updates and purchases
(Source: International Smartphone Mobility Report by Infomate)

MYSTERY SHOPPING TTEC FINDINGS

31% offer 24/7 customer support via Apple Business Chat

6% offer 24/7 customer support via Facebook Messenger

37% customer support via Live Chat
(Source: TTEC Data)

91% of consumers that are not satisfied with the quality of service they receive from a company's customer support team never come back
(Source: 1st Financial Training)

GIVING CUSTOMERS WHAT THEY REALLY WANT IS CRUCIAL IN AN ENVIRONMENT OF HIGH SWITCHING AND LOW LOYALTY

Leading brands are wow-ing, woo-ing, and winning customers with messaging.

17% moving from chat to messaging can increase NPS by
(Source: LivePerson)

15% possible to realize annual savings on contact center costs

30% companies can deflect of calls from voice to digital messaging

TTEC'S HUMANIFY® MESSAGING PLATFORM POWERED BY LIVEPERSON, DRIVES REAL-WORLD RESULTS.*

89% customer satisfaction

4x more sessions handled

2x more closed conversions

20% increase in online conversions

30% deflection to self-resolution

20% reduction in transfers in first 6 months

\$7.5M projected cost savings realized in first year

Results from LiveEngage clients. Results may vary.

PARTNER WITH TTEC FOR LONG-TERM CX SUCCESS

Let's earn true customer loyalty together.

