



CHAT 2.0

BUILDING EXCEPTIONAL CUSTOMER ENGAGEMENT THROUGH CHAT

ttec™



Table of Contents

Chat's Opportunities	1
Chat as a Preferred Channel	2
The Benefits Are Clear	3
Requirements Are Minimal	4
Hiring and Training Best Practices	5
How Can TTEC Help?	6
Results We've Delivered	7



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Chat's Opportunities

Chat is quickly becoming one of customers' most preferred self-service channels. In response, businesses are racing to implement chat services so that they can effectively and efficiently answer incoming inquiries on their customers' terms.





Chat as a Preferred Channel

Chat isn't just a preferred channel for customers, but it's quickly gaining in popularity among brands. Aside from enabling companies to respond to their customers on their customers' terms, it has also proven to be one of the best service channels for customer satisfaction. In addition, it's become a go-to-channel for quick interactions, as it provides instant support, with minimal customer effort required, especially when compared to other popular interaction channels, like voice.



Of all contact centers, **44.3%** now support a web chat capability. Another **36.8%** are planning to support a solution within the next year.

SOURCE: DIMENSION DATA, 2016



Behind social media, chat has the quickest average handle time of just **2.03 minutes**.

SOURCE: BENCHMARKPORTAL.COM, 2015



Live chat has the **highest satisfaction rate** of all customer service channels, and was rated as the easiest form of communication.

SOURCE: DIGITALRESEARCH, 2015



By 2018, non-voice or digital services in North America are expected to rise, and will grow to account for an estimated **42%** of total market size by revenue.

SOURCE: MARKET TRENDS, 2014

| The Benefits Are Clear

“Customer satisfaction for chat is **73%** with average handle time being the second fastest after self-service.”

-EDIGITAL RESEARCH 2015; PEGASYSTEMS, 2015



Curbs site abandonment



Decreases dissatisfaction by enabling assistance



Rise in loyalty as customers engage



Increases likelihood of conversion





Requirements Are Minimal

COMPANIES THAT ALREADY HAVE AN ESTABLISHED ONLINE PRESENCE AND A TEAM THAT HANDLES CALL INTERACTIONS ARE READY TO DEPLOY CHAT.

Deploy a chat platform and build a knowledge library



Test prior to launch to ensure the experience remains optimized



Understand traffic patterns and on-site behaviors



Monitor and report to influence informed decisions and boost revenue



Present chat tools options for clear and easy access to customer service

Determine if consumers expect 24/7 service or whether business hours are sufficient

Drive interactions, pinpoint the best place to position the chat button



Hiring and Training Best Practices

DURING THE PRE-HIRE SCREENING AND ASSESSMENT COMPANIES MUST:

Test each prospect's typing aptitude and ability to multitask.

Customize the training process to incorporate chat environment elements so all those involved can extend their comfort level with the chat tool throughout training.

Develop mock chat scenarios.



How Can TTEC Help?



REFINED

A fine-tuned delivery model that continually exceeds client expectations



QUICK

Fast implementation



TESTED

Conducts site tests and offers assessments on how chat will impact customer experience



OPTIMIZED

Optimizes website for fast service



INTEGRATED

Ensures integration with contact center



SPECIALIZED

Specializes in hiring and training for chat associates



Enabling Always On, Personalized Interactions

A leading wellness brand wanted to make it easier for its members to connect with its experts - whenever and however they wanted to. To make it possible, we helped our client design and implement an omnichannel support strategy, which enabled customers to engage with the brand across a myriad of channels, including video, mobile, and web chat.



95%

OF ISSUES WERE
RESOLVED OVER CHAT

85%

OF CUSTOMERS RANK
THEMSELVES AS PROMOTERS
AFTER AN INTERACTION

NPS

AND ASSOCIATE
QUALITY SCORES EXCEEDED
EXPECTED LEVELS



Enhancing the Multichannel Customer Experience

A Fortune 500 financial services company was not content with simply offering the best customer experience in the industry. Instead, it wanted to widen the gap between it and its competitors by adding multichannel support across platforms, including IVR, chat, and mobile. We helped our client combine these disparate modes of interaction for across-the-board excellence in service.



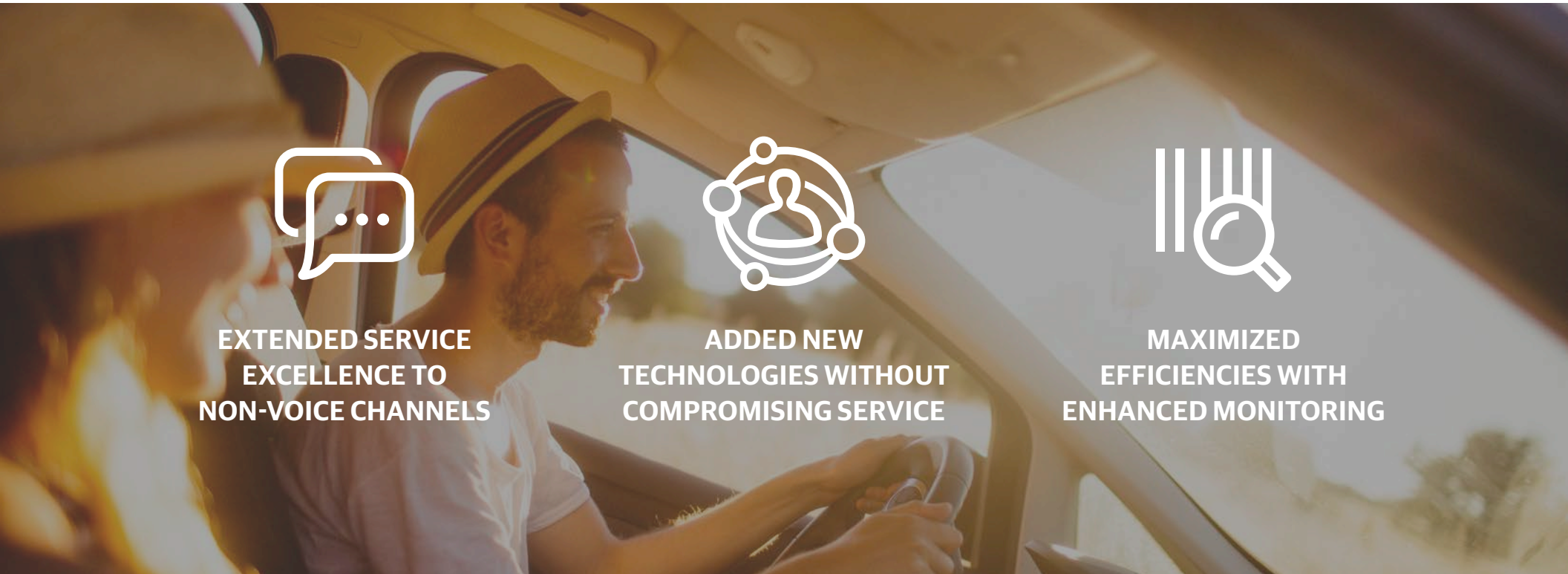
**EXTENDED SERVICE
EXCELLENCE TO
NON-VOICE CHANNELS**



**ADDED NEW
TECHNOLOGIES WITHOUT
COMPROMISING SERVICE**



**MAXIMIZED
EFFICIENCIES WITH
ENHANCED MONITORING**





Transforming Customer Chats Into Revenue

Our client, a tax preparation software provider, needed help engaging prospective clients through chat. We quickly built a global sales chat team, and applied our best practices across associate recruiting, training, knowledge building, and performance.



46%

INCREASE IN
CHAT VOLUME

28%

INCREASE IN
CONVERSION RATE

400%

INCREASE IN
TOTAL LEADS



About TTEC

TTEC (NASDAQ: TTEC) is a leading global provider of customer experience, engagement, growth and trust and safety solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service offering. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TTEC partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. TTEC's 49,500 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [ttec.com](https://www.ttec.com).

