

Chat is where it's at

Engagement, satisfaction & conversions

Key Takeaways

➤ Depending on a website's traffic volume the live chat engagement percentage should be between 1% and 15%.

➤ The implementation of proactive chat on top of reactive chat should increase a site's engagement rate by 388%.

➤ Speed is important. Previously, answering a chat within 10 seconds would yield interactions with greater than 80% of visitors who initiated a chat. To achieve that same engagement today, you'd need to answer the chat in less than 5

source:
<http://www.boldchat.com/docs/r/LCPerfBenchmark-s-V5.pdf>



The avg. percentage of website visitors who engage in chats is 1.7%.

The avg. percentage of website visitors who accept proactive invitations to chat is 8.5%.

01

ENGAGEMENT

Within a 95% confidence interval, the engagement rate ranges between <1% & 15%.

The avg. percentage of chatters who will fill out a post-chat satisfaction survey is 25%.

The avg. satisfaction score given on a 1 to 5 scale across all survey questions is 4.4

02

SATISFACTION

Chatters are 7.5x more likely to convert than visitors who don't chat.

On average, 10% of the people who submit a post-chat survey also include comments.

Chatters buy, on avg, 24% of the time and spend about 55% more per purchase than non chatters.

03

CONVERSIONS

The avg. satisfaction scores for all categories are between 2.75 & 3.5 for chats lasting less than 10 seconds.

How may I assist you?