

Customer Service Report

The report shows the results for key LiveChat customer service metrics. It gives you insight into the state of live chat customer service across different industries and locations worldwide. The report is based on data gathered from nearly 24,000 LiveChat customers between January 2020 and December 2020. Take a look at the top five metrics, and check out the whole report for more.

near 24 000

LiveChat companies

30

industries

475 113 977

chats

150

countries

2019

2020

Customer satisfaction

avg. per business

80.9%



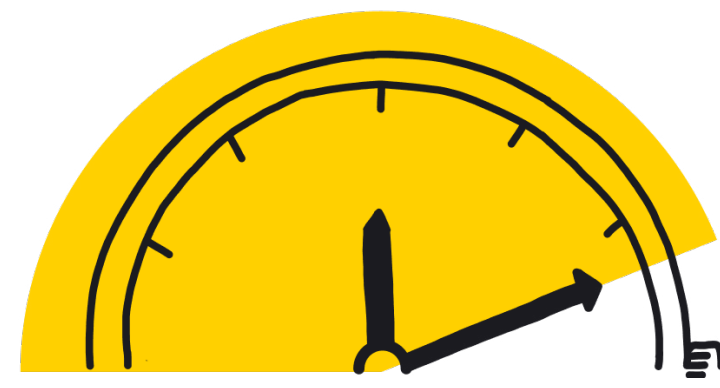
80.2%

Customer satisfaction is the ratio of good chat ratings compared to all ratings. Many factors [influence customer satisfaction](#), e.g., the speed of service, whether the agent solved the issue, and how an agent communicates. One reason for the decreased customer satisfaction could be the slower first response time that changed from 45 seconds to 48. It's doubtful that the chat duration negatively impacted customer satisfaction because it was almost identical in 2020. Considering how difficult 2020 was for most of us, it could also be pandemic-induced stress that caused the drop in customer satisfaction.

First response time

avg. per chat

45 s



48 s

First response time tells you the average amount of time an agent needs to respond to a customer's first message. In 2020, the average first response time took agents a little more time and slowed down from 45 seconds to 48. It's no wonder considering how many more chats the agents had to handle last year. While many businesses had no problems with switching to working remotely, some of them faced challenges that could affect metrics like the first response time of their agents.

If you haven't done it yet, think about adding a chatbot to your team. On top of that, it's best to use [canned responses](#) to respond even quicker. Also, consider [configuring agents' shifts](#) to cover chat peaks to ensure you have enough people accepting chats during the right times.

Chat duration

avg. per chat

10:49

min

sec



10:50

min

sec

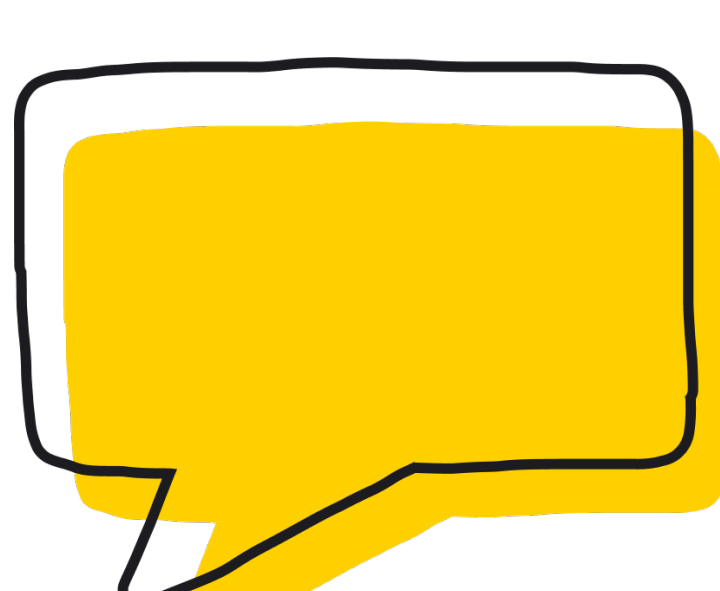
Chat duration shows the average amount of time it takes to finish a chat with a customer. In 2020, agents handled cases one second slower than in 2019. This metric being almost identical indicates that agents worked as effectively as before even though it took them slightly more time to draft their first response.

Keep in mind that you can handle several chats at the same time. It's also worth remembering that no matter how quick you are, it won't count if you don't provide a satisfactory answer to the customer. Always prioritize giving a complete response instead of rushing to quickly finish a chat.

Number of chats

monthly avg. per business

1079



1686

The number of chats shows how many cases were handled via LiveChat. In 2020, businesses conducted 600 more monthly chats, on average, than they did in 2019. Many companies that hadn't relied on online communication before the pandemic had to adapt to the new normal. For some of those businesses, implementing live chat software equaled opening an entirely new line of communication.

Number of tickets

monthly avg. per business

47



65

The average monthly number of tickets in 2020 increased by 38% compared to 2019. It corresponds with the total number of businesses in 2020 that increased by 39%. To be more specific, businesses in 2020 had to deal with 65 monthly tickets, on average, compared to 47 tickets in 2019. Why? The effects of COVID-19 played a major role here. Businesses had to deal with a demand for online communication they've never experienced before.

for all metrics visit

www.livechatinc.com/customer-service-report