

Customer Service Report

This Customer Service 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 **25,000 LiveChat** customers between January 2021 and December 2021. Take a look at the top 5 metrics, and check out the whole report for more.

25,000+
LiveChat companies

30
industries

672,321,395
chats in 2021

150
countries

2020

2021

Customer satisfaction

avg. per business

80.2%



78.5%

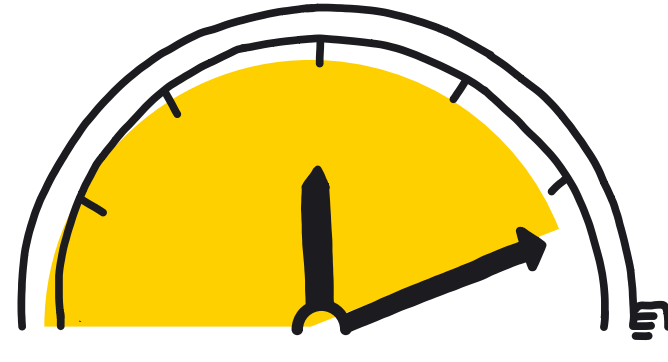
Customer satisfaction is the ratio of good chat ratings compared to all ratings. Many factors [influence customer satisfaction](#), e.g., speed of service, whether the agent solved the issue, and how agents communicate.

The key reason for decreased satisfaction is probably the tremendous growth in the number of chats, as mentioned in the introduction. With nearly **200 million** more chats in 2021, a **2% decrease** in customer satisfaction is justifiable. Also, we mustn't forget about the ongoing pandemic and how it affects people's moods and attitudes. Many consumers have been under heavy pandemic-induced stress and could be more difficult to please.

First response time

avg. per chat

48 s



45 s

First response time tells you the average amount of time an agent needs to respond to a customer's first message. The average first response time decreased from **48 seconds** in 2020 to **45 seconds** in 2021 — the same as in 2019. The improvement could be down to customer service agents getting more practice with the increased number of chats. In 2020, they needed time to adapt to the huge increase in the number of chats. As time went by, they got better at handling so many chats and decreased their first response time as a consequence.

Think about adding a chatbot to your team if you haven't done so yet. On top of that, it's best to use [canned responses](#) to respond even faster. Also, [consider configuring agents'](#) shifts to cover chat peaks so as to ensure you have enough people accepting chats.

Chat duration

avg. per chat

10:50

min sec



10:39

min sec

Chat duration shows the average amount of time it takes to finish a chat with a customer. In 2021, agents handled an average case **11 seconds** quicker than in 2020. Going down from **10 minutes and 50 seconds** to **10 minutes and 39 seconds** indicates that after agents adapted to the increased number of chats, they worked more effectively than in the first year of the pandemic.

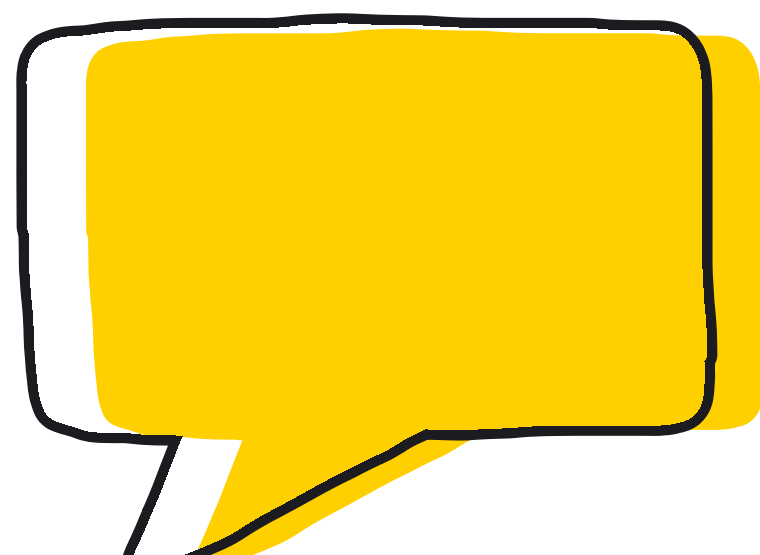
Keep in mind that you can handle several chats at the same time. Also, remember that no matter how quick you are, what matters most is that the customer receives a satisfactory answer. Always prioritize giving a complete response instead of rushing to end a chat quickly.

Number of chats

grand total from all businesses

475M

475,113,977



672M

672,321,395

The number of chats shows how many total cases businesses handled using LiveChat. In case you forgot, customer service agents in 2020 handled **171 million** more chats than they did in 2019. Of course, there's one obvious reason for such a significant increase — the pandemic. With the massive demand for live chat services, we're proud our software could help so many businesses in those difficult times.

Then, 2021 came around, and while you might have expected the number of chats to match that of 2020, we saw an even more significant year-over-year increase of roughly **200 million**.

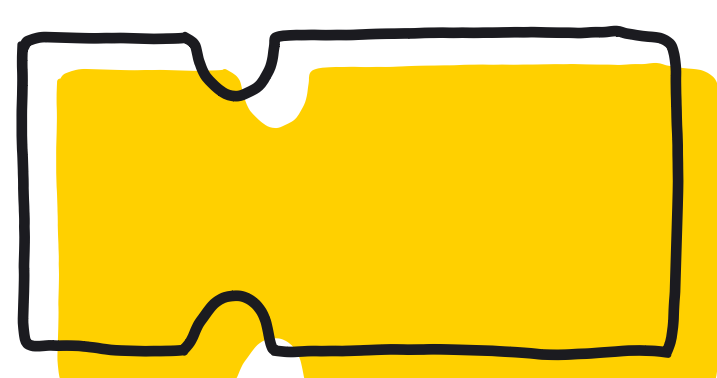
One reason for that increase is the net growth of our customer base. Obviously, more customers equal more chats, but is this enough to explain growing from **475 million** in 2020 to **672 million** in 2021?

Number of tickets

grand total from all businesses

18.3 M

18,270,647



18.3 M

18,284,069

The number of tickets shows how many tickets agents created using LiveChat. 2020 saw tremendous growth in that metric. Customer service agents in 2020 had to deal with **39%** more tickets than they did in 2019, with the total number of tickets increasing from **13.2 million** to **18.3 million**.

You'd expect this metric to grow even more in 2021, similar to how the number of chats shot up. Well, this wasn't the case with the number of tickets. As you can see, they stayed at an identical level. That's linked with the increase in the number of chats. Consequently, visitors preferred taking care of their issues via chat from start to finish instead of creating tickets.

for all metrics visit

www.livechat.com/customer-service-report