



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 around the world. It's based on the data gathered from January 2019 to December 2019, from 23,487 LiveChat customers. Take a look at the top 5 metrics, and check out the whole report for more.

23 487
LiveChat companies

30
industries

313 235 326
chats

150
countries

2018

2019

Customer satisfaction

avg. per business

82.26%



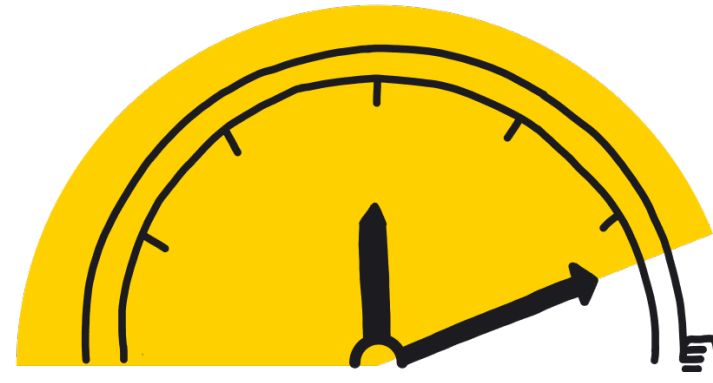
80.89%

This is the ratio of good chat ratings compared to all ratings. Many factors [influence customer satisfaction](#), e.g. the speed of service, whether the issue was resolved or not, and the way an agent communicates. Even though cases were handled faster in 2019 (according to the metrics below), customer satisfaction still dropped. It appears that users are becoming more informed and need even more care to give high customer satisfaction scores.

First response time

avg. per chat

48 s



45 s

This tells you the average amount of time an agent needs to respond to a customer's first message. In 2019, the average first response time was three seconds faster.

One of the reasons for this could be that chatbots have increasingly become the first point of contact with a customer. Besides using chatbots to speed up services, it's best to use [canned responses](#) to respond even faster, and to [configure agents' shifts](#) to cover chat peaks. This will ensure you have enough people accepting chats during the right times.

Chat duration

avg. per chat

11:24

min sec



10:49

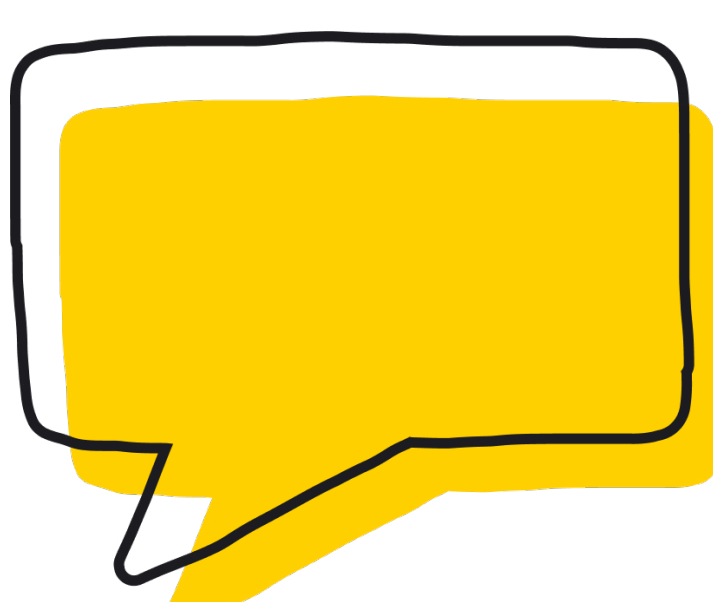
min sec

This metric shows the average amount of time it takes to finish a chat with a customer. In 2019, cases were handled 35 seconds faster. You can use this metric to check which communication channels are the most efficient (e.g. chat, email, phone). Keep in mind, you can handle several chats at the same time. It's also worth remembering that no matter how fast 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 finish a chat quickly.

Number of chats

monthly avg. per business

978



1079

The number of chats shows how many cases were handled via LiveChat. In 2019, businesses handled on average 101 more chats than in 2018. The change in this number shows a growing demand for live chat as a communication tool. More and more customers are turning to chat as their primary source of communication with a company.

Number of tickets

monthly avg. per business

50



47

The average number of tickets dropped from last year, and it may indicate that companies are focusing on solving issues in real-time. One of the reasons for this is that companies invest in support teams who specialize in solving all kinds of cases, including technical ones. So, there's no need to pass a case on to another department, which lowers the number of tickets.

for all metrics visit

www.livechatinc.com/customer-service-report