ORACLE
Advertising and CX

3 surprising ways chat can deliver big wins

Customer service chat has become very popular, not just because it's a low-cost solution for staffing shortages and increased demand but also because customers love it.

If you're like most organizations, your team is using chatbots, live chat—or both—to answer questions and resolve routine issues. But chances are you're leaving some high-impact strategies on the table. **Here are three ways chat can help your customers and your company.**
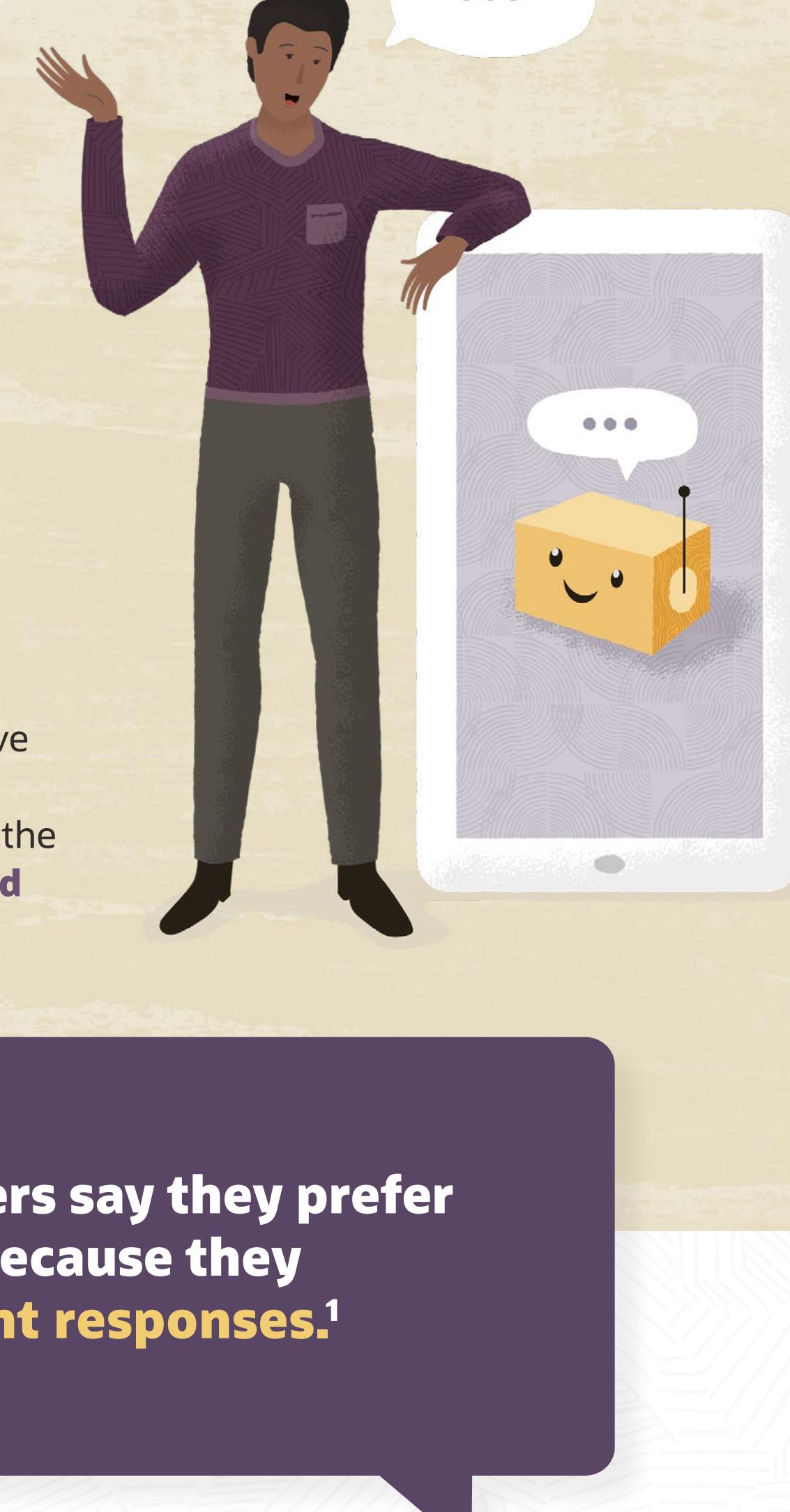
79% of consumers say they prefer live chats because they offer **instant responses.**[1]

1. Turn data into content

Chat conversations are a valuable source of customer data and insights that can be used to create service content.
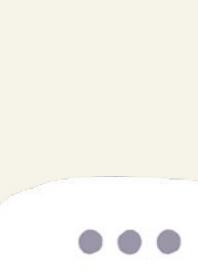
- Predefined answers for agents
- Frequently asked questions
- Personalized chatbot support
- Guided assistance for agents
- Website knowledge-base content
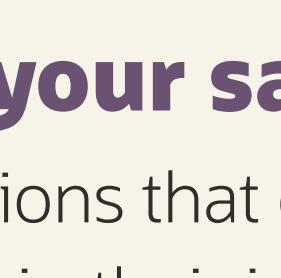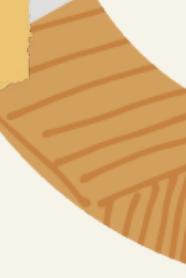
"In the next 10 years, service leaders foresee a large shift from simply handling customers' requests to using customer data to provide high-quality service that handles both the issue at hand and customers' end-to-end experience."
— Gartner [2]

2. Prop up your sales

67% Chatbots can increase sales by an average of 67%.[3]

By asking questions that qualify buyers at the right time in their journey, chatbots can direct prospects to salespeople or help them schedule an appointment if the sales team isn't available. Live agents can also listen for opportunities to present additional products and services when they're chatting with customers.

3. Provide the path to loyalty

While chatbot technology is growing increasingly sophisticated, many customers still prefer chatting with a human. Transition customers from chatbot to live agent more effectively by connecting customer service data with your marketing, sales, and supply chain applications. Agents will have all the information they need to resolve customer issues faster.

61% of customers still switch out of self-service to live/rep-assisted service.[4]

Great tools lead to better service which leads to happier and more loyal customers. Make sure you're using chat features that **speed agent response time**, **improve their productivity**, and **allow them to focus** on more complicated tickets that benefit from their expertise.

89.3% Interactions that include cobrowsing show customer satisfaction rates that are more than six points higher than the average of 89.3%.[5]

- **Screenshare/cobrowsing**
  Allows agents to see the customer's computer screen and control navigation in real time.
- **Integrated view of a customer's complete history**
  Gives agents all the information they need to provide the right response.
- **Annotation on screenshare**
  Lets agents make notes directly on a customer's screen to guide them through a process or draw attention to a specific item.
- **Chat transfer and conference**
  Enables agents to get input from their peers to help customers faster or transfer them to a different agent.
- **Video chat**
  Provides two-way service where agents and customers communicate via video and audio.
- **Multiple chat handling**
  Equips agents with the ability to assist more than one customer at a time.

Learn more

Find out how to balance intelligent automation and human assistance for the best service experiences anytime, anywhere.

Explore Oracle Digital Customer Service

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Sources
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3. "Where chatbots are headed in 2021," Intercom, November 18, 2019
4. "2021 Customer Service Trends and Priorities," Gartner
5. "Report: Customer Satisfaction With Live Chat Is On The Rise," Forbes, February 20, 2019