

Live Chat Quality Assurance Best Practices



Live Chat: What is it? Who uses it? Why is it valuable?

- Live chat is a **powerful customer support tool that should be a main feature of every contact center.**

- ✓ According to a customer experience trends report by Zendesk, 54% of customers choose their customer support channel based on whether they need an immediate response. On live chat, that means a response in under ten minutes, according to HubSpot.
- ✓ 45% of consumers don't care if they interact with a live agent or chat bot, as long as the service is fast, effective, and accurate.
- ✓ Organizations that scored 90% or higher on live chat customer satisfaction had an average wait time of 46 seconds. The lowest scores had an average wait time of 25 seconds.
- ✓ Chat interactions that include co-browsing, where the agent can interact with a customer's web browser in real time, show customer satisfaction rates at 89.3%.

9 Call Center Chat Best Practices

1. Respond Quickly

2. Effectively Use Canned Replies

3. Personalize Support

- A few ideas include:

Using advanced chat features that allow your agents to use their name and photo as part of their customer service.

Demonstrating emotional intelligence and empathy by acknowledging customer concerns and being sensitive to needs.

Using an appropriate tone and voice that reflects your brand identity.

4. Make Sharing Information Easy

5. Set Clear Expectations

6. Provide Thorough Responses

7. Follow Good Writing Principles

8. Follow Up Before Concluding

9. Implement Live Chat Quality Assurance

- To know if your live chat support is meeting your customers' standards, you have to **regularly track and monitor its effectiveness.**

Unsurprisingly, monitoring live chat is very similar to monitoring traditional phone calls. There are many overlapping criteria, including:

- Professionalism
- Emotional intelligence
- Politeness and tone
- Communication skills
- Response time
- Resolution quality

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