

Digital Marketing Newsletter

For Entrepreneurs, Small Businesses, and Professionals

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Talking to Patrycja Bilinska

PR Manager at [LiveChat Inc.](#)

[LiveChat Inc.](#) is a customer service software company

Did you know?

- ▶ One LiveChat agent talks with 10 times more people than a phone agent.
- ▶ LiveChat increases your customer happiness ratings

Live chat solutions are must-have tools in any company's communication strategy. Live chat window placed on a website allows talking to customers in real time, solving their problems or advising on a purchase.



Based on your data, what categories of business tend to use live chat continuously for a long period of time?

It's hard to say for a particular industry. Actually, in each sector, we can indicate at least a few examples of companies that have been using our solution for a long time successfully.

For sure, live chat apps are popular among e-commerce where businesses use them for customer service and online sales as well. However, there are also many companies from sectors such as travel, automotive, hosting, etc. which have been chatting with their targets active over the years.

Based on your data (if available), do you find on the same website basis, the number of chat conversations increasing or declining over the last few years period?

Since 2012 we have been publishing [Customer Service Report](#) in which we analyze the ways how and with what results our clients are using LiveChat. The report's edition of 2019 confirms for the third

year in a row, that the demand for live chat has kept growing. Even though the number of analyzed companies grew by over 20% year on year, the average number of chats they handle remains at a steady average of around 1000 per month.

Live chat technology started in the days when websites were viewed mainly on desktop browsers. Is it still relevant today when websites are mainly viewed on mobile devices?

Running the company in the technology sector requires us to be prepared for each possible change

Chatbots are most effective and successful when they're focused on one issue, e.g. gathering feedbacks from customers or collecting data.

in consumers' behaviors and think about them, not at the moment when they happen, but much earlier. Since mobile use is currently the fastest growing sector, we made sure that

LiveChat's chat window is easily accessible on all mobile devices.

The standard live chat workflow requires a live agent to be present to respond back instantly to visitor queries (often hasty or template based response). Is this workflow becoming dated when compared to newer tools like WhatsApp and Intercom where there is no need to rush and give an immediate response?

LiveChat is an investment in a better business that could be returned in increasing sales, positive customer experiences and a modern image of a company.

WhatsApp and Intercom work in a similar way as LiveChat does. WhatsApp is a conversational app used mainly for chatting with peers, and Intercom is a chat application for businesses that also requires a live agent who will be responding to visitor's questions.

According to [LiveChat Customer Service Report 2019](#), the top and bottom performing industries in the customer satisfaction category are the software industry with a customer satisfaction rate of 90.6% (90.69% in 2017) and Web Hosting - 89.2% (89.64% in 2017). They weren't the fastest in first response time and the handle time rankings, but they've made their customers the happiest by solving their issues in one touchpoint. We're observing that in the age of automatization, bots and voice assistants' short first response time no longer impresses the user. Consumers have more clearly defined goals so they're going to be more discerning about the quality and efficiency of each support experience. This trend for tech companies appears in the report for the third time and, surprisingly, it hasn't caught on in other industries yet.

We have been tracking a few companies that got excited to use Chatbots a couple of years ago and then very quickly they removed the chatbots. They wanted to continue with human chat agents. What's the market feedback you are observing for chatbot technology?

Chatbots have great potential to boost online communication including customer service in companies. It is therefore not surprising that many companies have decided to launch them in their strategy.

An issue that we've identified is that many businesses wrongly think that chatbots will be able to solve

almost all the inquiries received from customers. In fact, chatbots are most effective and successful when they're focused on one issue, e.g. gathering feedbacks from customers or collecting data.

In our strategy for [ChatBot](#) (a framework for creating bots) we put emphasis mainly on education, believing that, thanks to it, we can avoid situations in which our users are not satisfied with their chatbots' results. To help our users understand how chatbots work and how to prepare them in an appropriate way we've launched ChatBot Academy and are also ready to use chatbots' templates such as Restaurant Bot. What's more, for better monitoring of the chatbot's results users can use reports and analytics section.

Are services like WhatsApp and Facebook messenger a threat for the traditional live chat technology?

We don't see WhatsApp Business and Facebook Messenger for Businesses as a threat to LiveChat. In our opinion, they are primarily a chance for the whole industry to grow. The new tools for businesses provided by such big players help to increase the awareness of live chat solutions and will significantly accelerate the development of the whole industry.

Our company doesn't compete with the freemium market of live chat solutions as our product is a premium one and not the cheapest. With our platform, we have included many advanced features, analytics, integrations with other software, and great customer service.

What do you see is the bigger challenge in popularizing live chat - the live chat technology or live chat agents?

When it comes to the live chat technology, there's no need to convince anyone that live chat solutions are must-have tools in the company's com-

The time users spend on preparing their internal environment to use LiveChat will pay them back in full.

The company product's portfolio consists of LiveChat (a chat app for customer service and online sales), ChatBot (a framework for creating bots) and KnowledgeBase (an app for creating help centers).

munication strategy. However, nowadays almost every business has specific needs when it comes to running its business and requires customized tools to meet them all. The biggest current challenge in popularizing live chats, though it concerns almost every software in the B2B sector, is an ability to be customized.

Regarding the live chat agents, of course, implementing LiveChat requires managers to make some changes in communication strategy and to provide a short training for people who will be chatting with customers. These things can be treated as a bit time-consuming and we do observe that wrong impression among companies'. From our perspective, businesses are forgetting the key aspect, that LiveChat is an investment in a better business that could be returned in increasing sales, positive customer experiences and a modern image of a company. Our product is designed to boost companies' efficiency when it comes to online communication. The time users spend on preparing their internal environment to use LiveChat will pay them back in full.

How do you see live chat technology evolving in the near future?

It's said that in Ford company they plan for what will happen over the next 100 years, in LiveChat we have never been able to think that far. However, all the signs indicate that live chats will move beyond the simple chat on a website and become a communication hub for businesses. In this way, companies will use

them to contact their customers in every sense of the word. No matter which contact channel customer chooses to communicate with a brand, all history of these conversations will be gathered in one place. I'm not just talking about Facebook Messenger, WhatsApp, SMS or emails, but also natural language user interfaces or video and voice chats which are now more and more used by companies. The hub will be also integrated with data from products used by customers. Analytics will be the central part of the platform giving all the relevant information about the users and the services they use.

How big is your firm in terms of people, clients, and revenues?

Currently, almost 150 people work in LiveChat. We have marketing experts, growth hackers, content writers, developers, software engineers but also amazing Support Heroes who make conversations with our users 24/7.

Our chat app is used by over 27k businesses from 150 countries. The company product's portfolio consists of LiveChat (a chat app for customer service and online sales), [ChatBot](#) (a framework for creating bots) and [KnowledgeBase](#) (an app for creating help centers), and [HelpDesk](#) (an online ticketing system).

Our annual revenue for 2018 was 24.077m euro. LiveChat Software is listed on the Warsaw Stock Exchange. ■

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Patrycja Bilinska can be contacted at www.livechatinc.com