

US lags behind third-world in live chat customer satisfaction

A recent comparative study on customer satisfaction around the world found that the United States of America fell behind third-world countries when it came to live chat. The study was conducted independently by leading gatekeepers of customer service insights throughout 2017 and 2018.

The findings showed the US is not only behind mature markets like the UK, Canada, Singapore, Australia, and a handful of European countries; it is also behind emerging markets like Mexico, Malaysia, Brazil, and the Philippines. American customer satisfaction rating is fourth worldwide with 87.58%, based on the [2018 LiveChat Customer Service Report](#), behind Brazil's 88.34% and the Philippines' 89.02%.

[FinancesOnline](#) analysed the data from the *2018 LiveChat Customer Service Report* as well as other recent studies and compiled an infographic for a complete look at the findings.

U.S. CUSTOMER SATISFACTION TRAILS THIRD WORLD RATINGS?



SEVERAL STUDIES FROM RECENT YEARS SHOW THE U.S. TRAILING BEHIND IN CUSTOMER SATISFACTION RANKINGS

U.S. is 6th
according to
Comm100 Live
Chat Benchmark
Report 2017

85.90%
U.S.



86.70%
UK



91.43%
AUSTRALIA



91.85%
CANADA



92.16%
MALAYSIA



93.26%
MEXICO



U.S. is 4th
according to
LiveChat
Customer Service
Report 2018

87.58%
U.S.



88.34%
BRAZIL



89.02%
PHILIPPINES



89.28%
AUSTRALIA



U.S. is 7th
according to

88%
AUSTRALIA

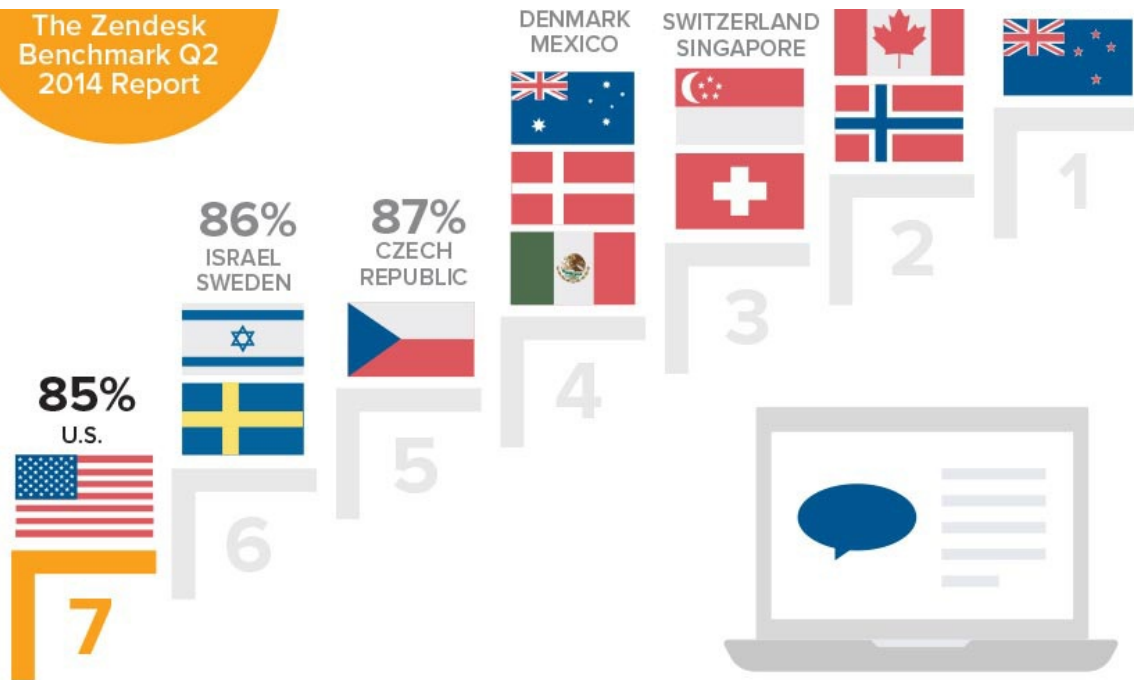
90%

92%
CANADA
NORWAY
ITALY



93%
NEW
ZEALAND

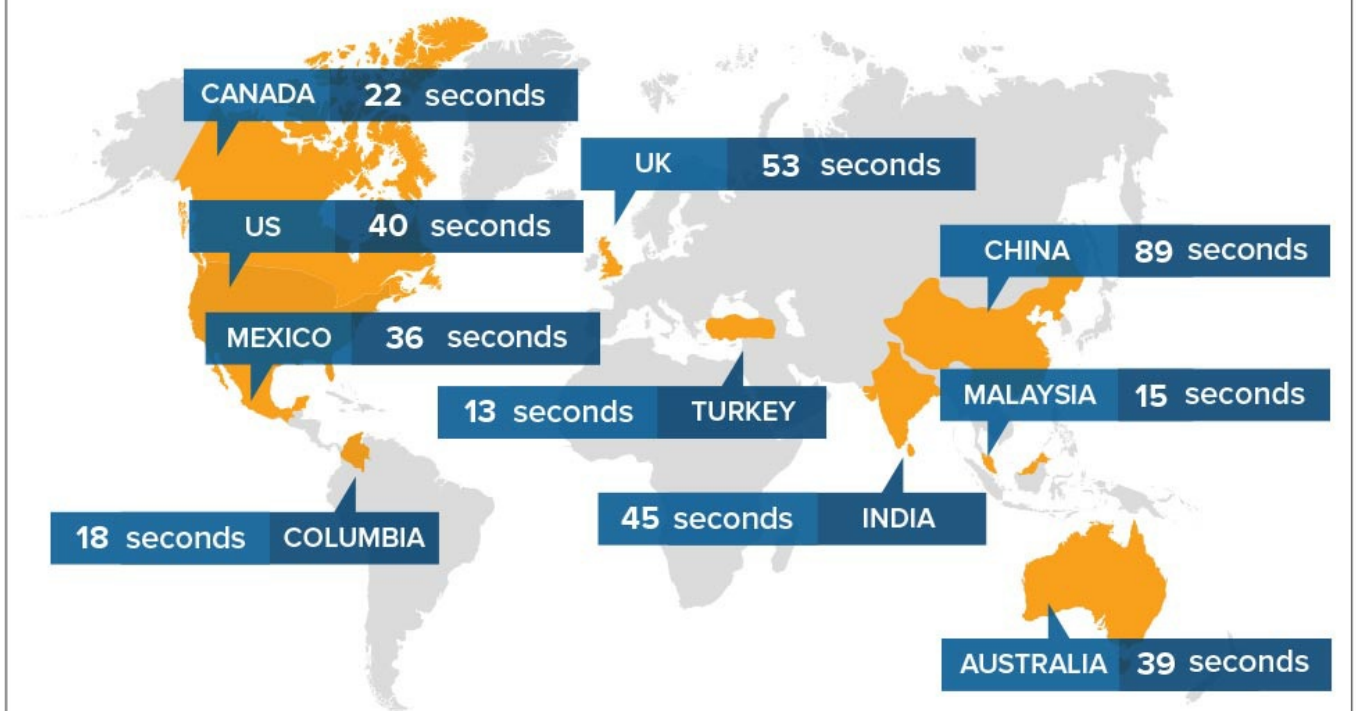
The Zendesk
Benchmark Q2
2014 Report



IS IT BECAUSE AMERICANS WAIT LONGER?

Response time in the U.S. is three times
as long as in Turkey

TOP 10 COUNTRIES WITH HIGHEST RESPONSE TIME IN SECONDS

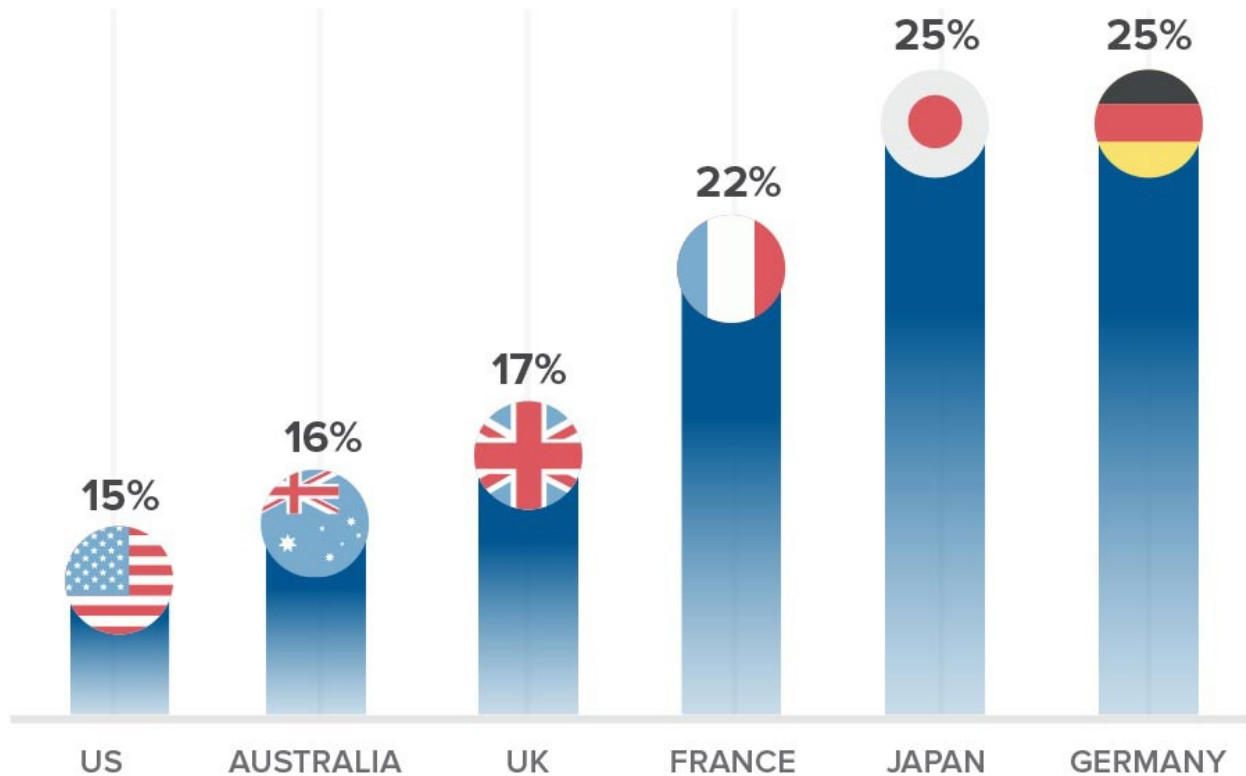


Source: Comm100 Report

ARE AMERICANS JUST MORE IMPATIENT?

Other countries are less likely to get impatient with having to wait longer for a response

CUSTOMERS WHO THINK WAITING FOR 3 MINUTES TO CHAT WITH A REP IS STILL EXCELLENT SERVICE (% BY COUNTRY)



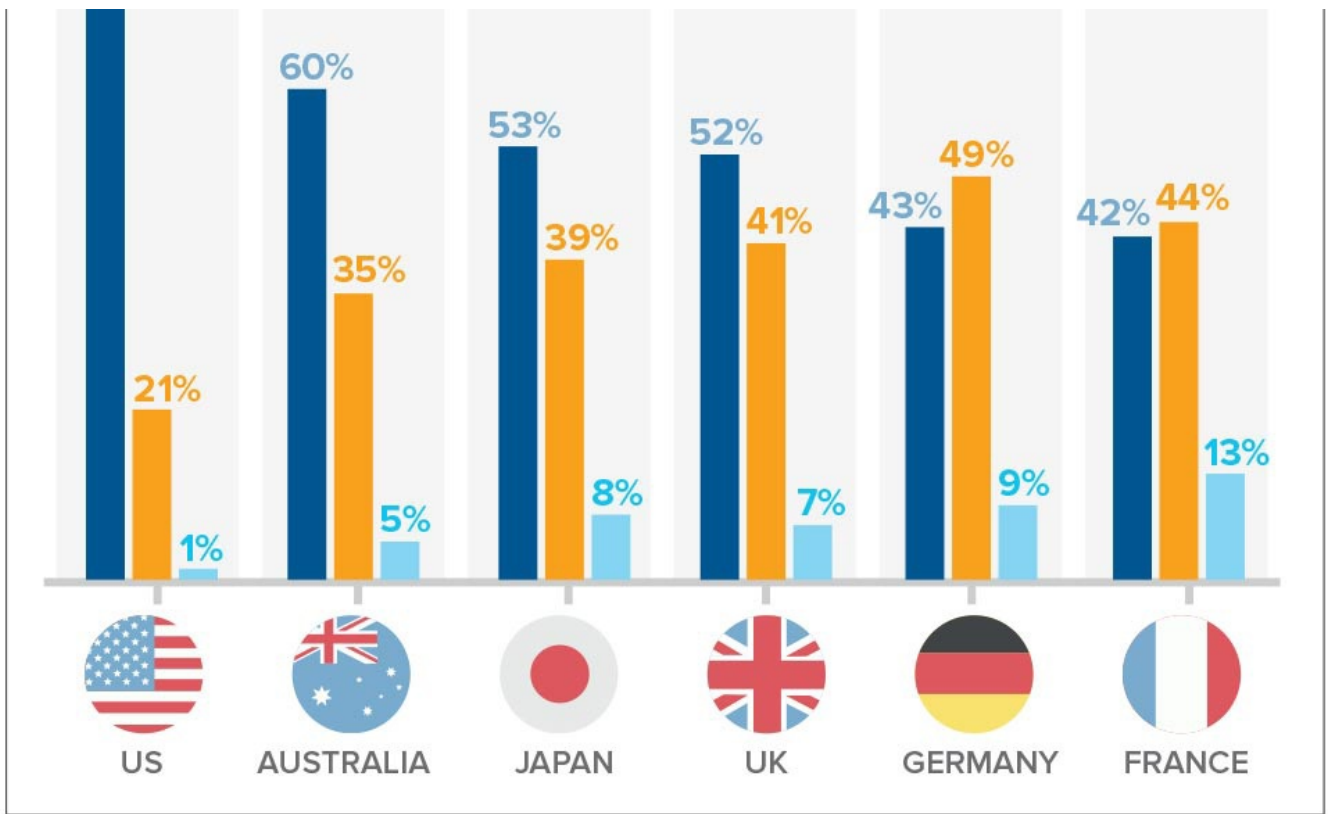
Source: "How Consumers View Bots in Customer Service." LivePerson 2017

IS IT BECAUSE AMERICANS ARE HONEST TO A FAULT?

Americans are less likely to lie in order to get the customer service they want

CUSTOMERS WHO'D LIE OR MANIPULATE A SUPPORT AGENT TO GET WHAT THEY WANT (% BY COUNTRY)





Source: "How Consumers View Bots in Customer Service." LivePerson 2017

PERHAPS IT IS CULTURAL?



IS YOUR COMPANY GUILTY OF COMMON LIVE CHAT TRAPS?

1

Not answering chat messages

Customers who feel ignored go to your competitors



21%

of chat requests are
left **unanswered**

2

Not asking for feedback

Feedback helps you identify and fix problem areas



45%

of companies
do not ask for
customer feedback

3

Not asking for contact information

Customers view businesses more favorably

when support is personalized



23%
of companies
**don't ask for contact
data upfront**

Source: SuperOffice.com Live Chat Study 2018

LIVE CHAT CAN HAVE A HUGE IMPACT ON YOUR CUSTOMER SATISFACTION RATE!

Live chat can be key to better customer satisfaction:

Freshchat case study revealed significant difference between before and after live chat implementation

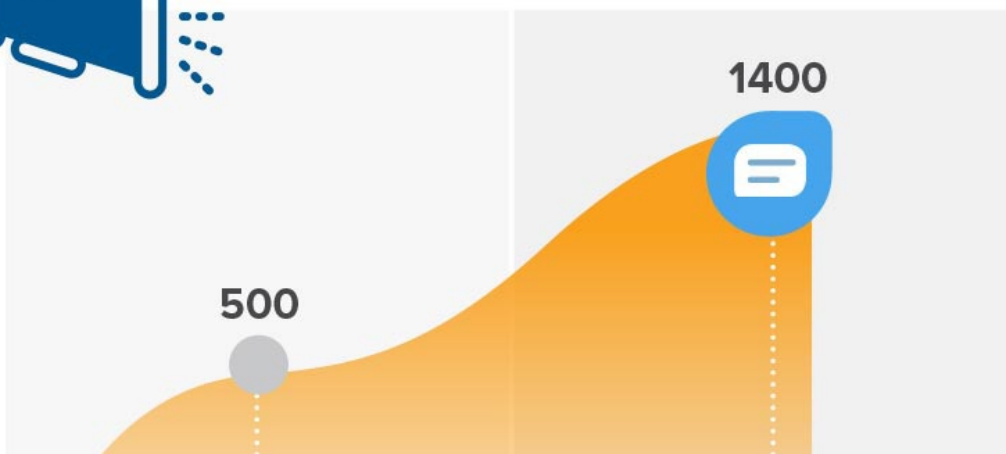


freshchat

is one of the best live chat solutions on the market



Campaign Replies

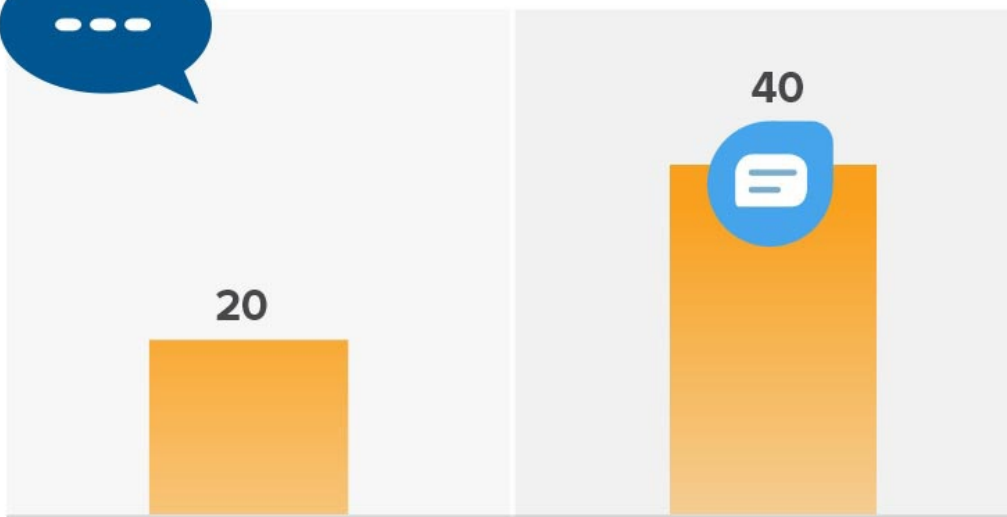




BEFORE
FRESHCHAT

AFTER
FRESHCHAT

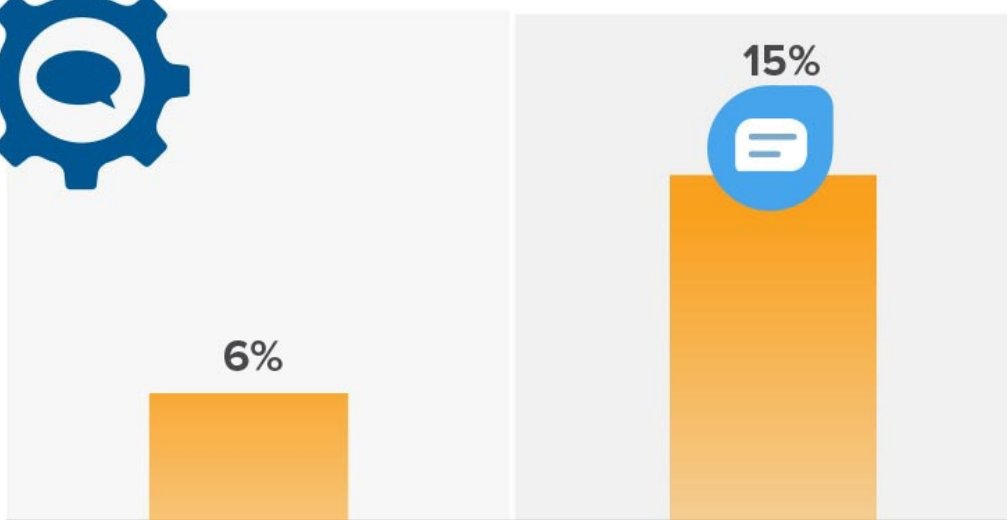
Campaign Reply Rate



BEFORE
FRESHCHAT

AFTER
FRESHCHAT

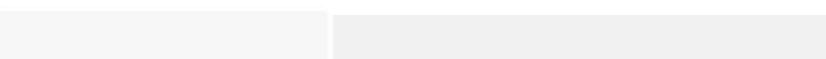
Chat-to-conversion Rate

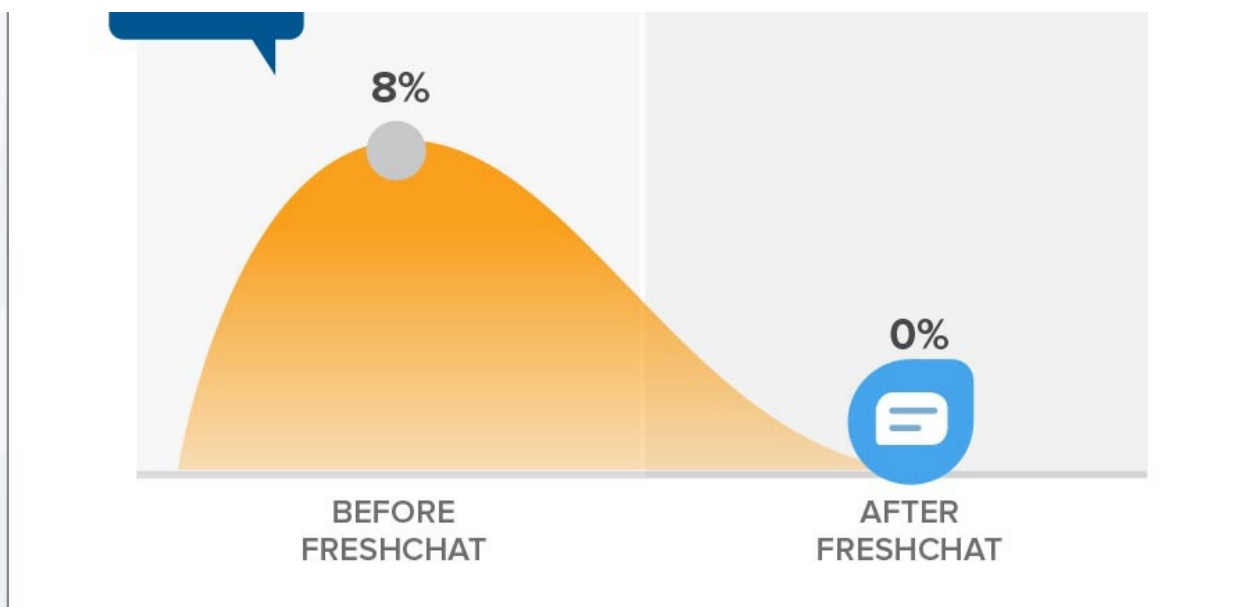


BEFORE
FRESHCHAT

AFTER
FRESHCHAT

Missed Chats (monthly)





Data points from a case study by the vendor

IF YOU THINK SMALL BUSINESSES ARE BETTER AT CUSTOMER SERVICE, YOU'RE WRONG!

In its recent *Customer Service Report*, LiveChat refuted a long-standing myth:



Myth

Small businesses are more adept at using live chat for better customer service



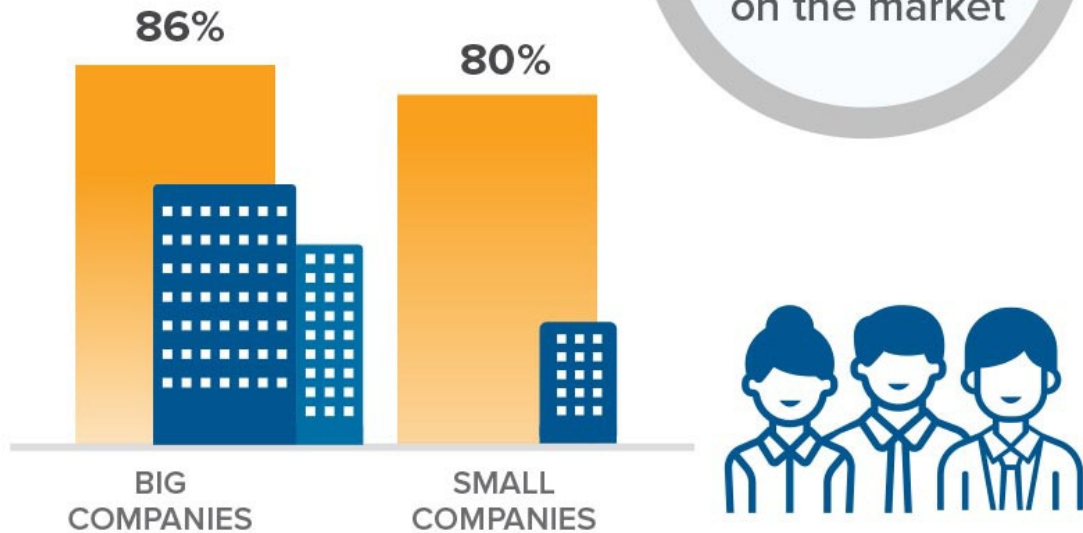
Fact

Big companies handle live chat better resulting in more satisfied customers

People happy with

LiveChat

customer service based on company size

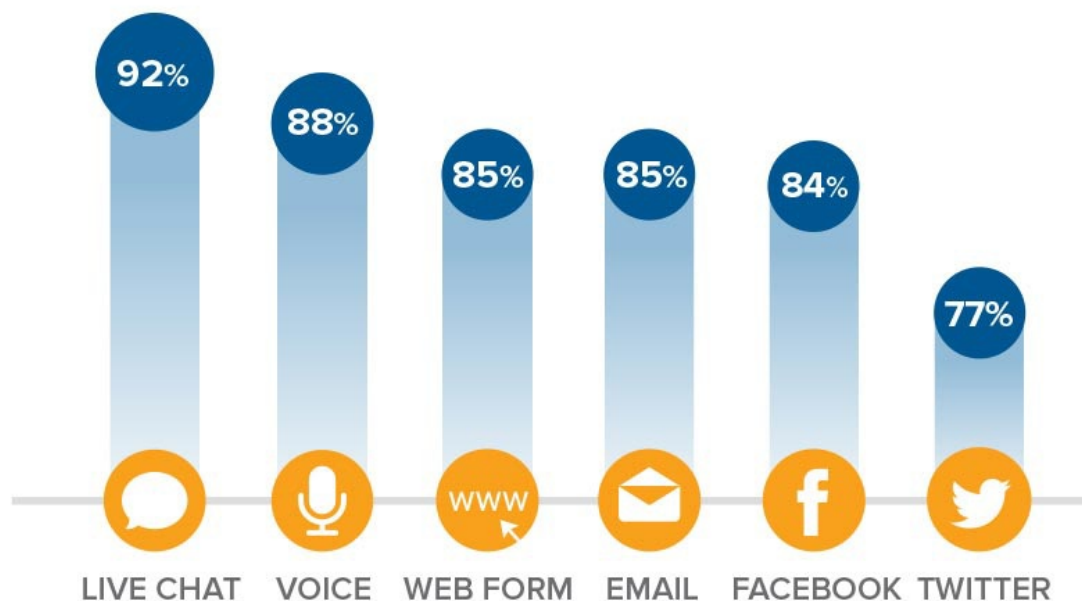


Source: "2017 Customer Service Report." LiveChat

LIVE CHAT GIVES YOU MORE CUSTOMER SATISFACTION THAN ANY OTHER SUPPORT CHANNEL

Out of all technologies used to manage customer service live chat is currently the most efficient solution

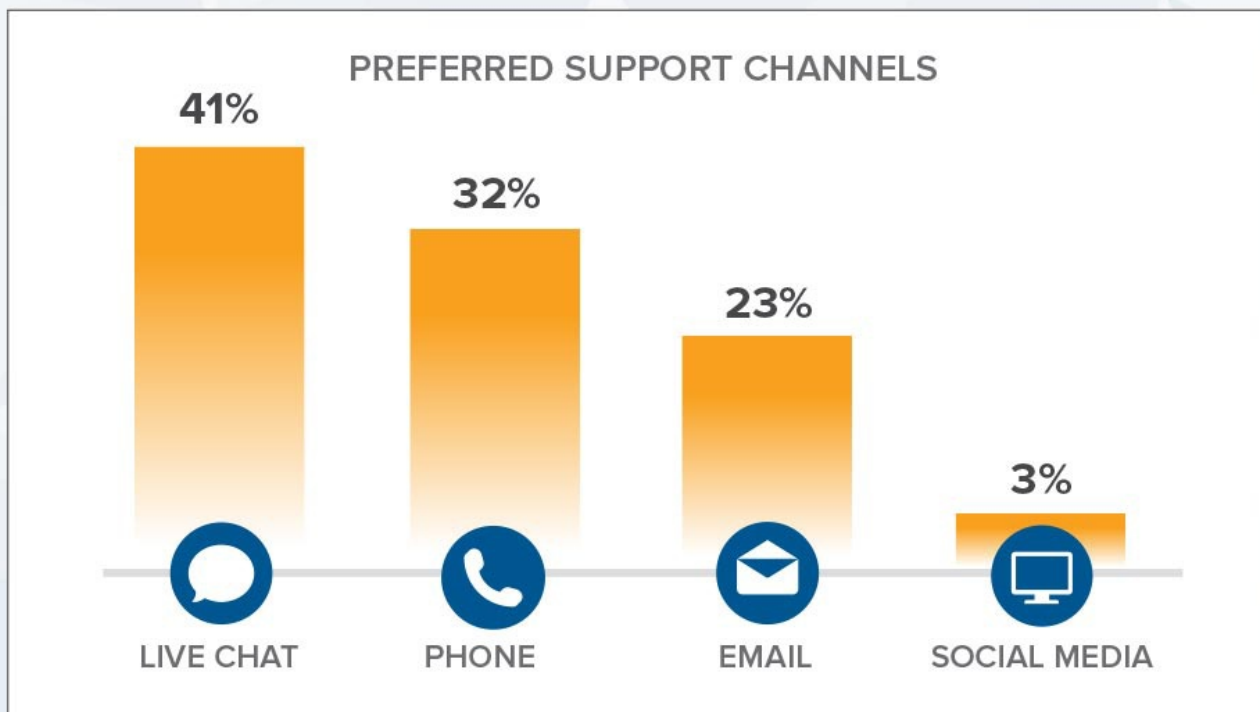
SATISFACTION BY CHANNEL



Source: Zendesk Benchmark

LIVE CHAT IS WAY MORE POPULAR THAN PHONE SUPPORT

Recent studies show that live chat has become the primary tool for customer service, overtaking phone-based support by 9 percentage points



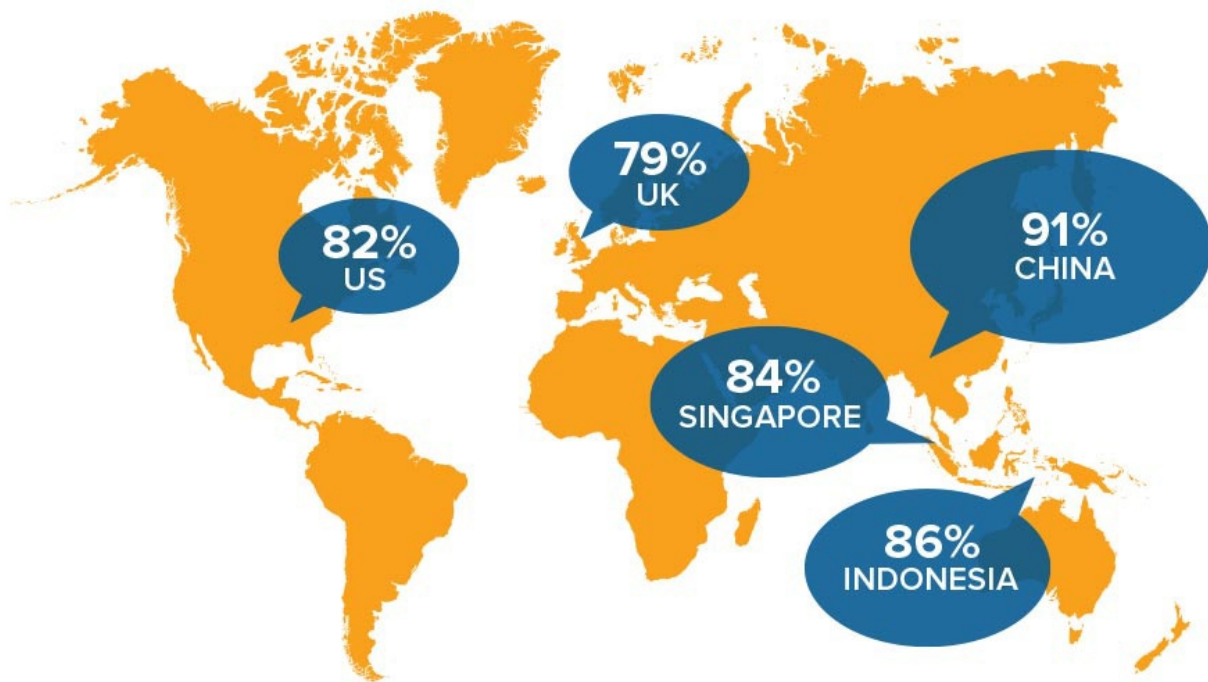
Source: Live chat statistics study by Kayako of over 1000 US consumers

CONSUMERS WANT MULTICHANNEL SUPPORT

Live chat reinforces, not replaces, your customer service tech stack

PERCENTAGE OF CONSUMERS PREFERRING

MULTICHANNEL SUPPORT



Source: BT and Avaya 2015 study

A HAPPY CUSTOMER SPENDS MORE!



feel they're treated



70% OF CUSTOMERS
will do business again with the
company that resolves their
complaints



2%
INCREASE
in customer
retention

=



10%
DECREASE
in cost

**Live
Chat**

**= Better Customer
Satisfaction**

References:

1. Comm100 "Live Chat Benchmark Report 2017"
2. LiveChat "Customer Service Report 2018"
3. The Zendesk Benchmark Q2 2014 Report
4. SuperOffice.com Live Chat Study 2018
5. Live chat statistics study by Kayako of over 1000 US consumers
6. BT and Avaya 2015 study
7. "How Consumers View Bots in Customer Service." LivePerson 2017
8. Freshchat case study



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