Transform your live chat into an experience engine

Build a virtuous cycle that improves onsite experience & customer service

Watch customer interactions before, during and after chat sessions, right from the chat dashboard

Add depth to chat interactions with insight into each customer's experience

For many online retailers, what really sells is service. One of the many ways that companies make good on their goal of providing outstanding service is by offering real-time personal customer assistance, 24/7, using a live chat platform.

Companies that leverage Clicktale experience analytics to understand digital journeys through their customers' eyes enjoy an extra advantage when they also use a live chat solution. Integrating Clicktale with leading commercial live chat platforms, as well as bespoke integrations with proprietary chat solutions, further enhance the end-to-end customer experience and of course, business results.

Clicktale two-way integrations with live chat allows managers and customer service specialists to view customer sessions recordings right from their chat dashboard, and get valuable insight into customer behaviors and experiences leading up to, during and following their chats.

Accurately measure ROI of customer service

Quantify customer service impact on conversion

Live chat platforms enable managers and customer service specialists to monitor service quality and costs via metrics such as length of engagement, customer satisfaction and resolution time. By recording post-chat customer journeys through the site, Clicktale allows managers to directly assess customer service impact on conversion, and accurately measure ROI.

Customer-centric businesses take pride in providing courteous, efficient service, as indeed they should. But service is expensive. Helping customer-facing staff increase conversion rates by even a few percentage points, or shortening the average chat by just a couple of minutes can have a huge impact on contact center ROI.

Clicktale®

Answer anything.

Identify data-driven strategies for customer services success

Optimize the customer service experience

While virtually all enterprises apply best practices for customer service, integrating Clicktale with your live chat solution empowers you to identify and implement true data-driven strategies for success. Using Clicktale, customer service managers can determine which service strategies most effectively drive conversion for the common issues for which customers seek help, and apply these findings to optimize future customer interactions.

Uncover behaviors that trigger issues and depress conversions

Leverage customer service data to smooth the overall customer journey

Using the Clicktale integration, customer service specialists and managers can locate and replay sessions of visitors experiencing issues similar to those preceding chat calls to see where, how and especially why some customers completed self-service journeys, while others required assistance.

Beyond helping individual customers complete their purchases, the integration enables companies to uncover issues that depress conversions, identify use cases and customer behaviors that trigger them, and quantify their impact. Clear visualizations and replays make it easy to communicate findings and align stakeholders them.

Accurately measure ROI of customer service

Capture the iceberg under the tip

Beyond satisfying customers – a crucial goal in itself – smoothing the customer journey reduces customer service costs and increases conversions. The resulting uplift is far greater than chat figures indicate: While only a small number of visitors who run into problems request assistance, many, many more simply abandon the site. Integrating Clicktale with your live chat solution to rapidly identify, understand, and resolve issues surfaced in customer service interactions can have critical impact on the customer experience as well as on businesses' bottom lines.

Integration with chat platforms is just one more way that Clicktale helps companies understand their global customer experience, identify where they have difficulty, and optimize performance at all touchpoints to deliver the level of service to which they aspire.

Learn how Clicktale can help you get more from your investment in live chat. Request a meeting now.

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