

Business Value of Click-to-Call and Click-to-Chat

Following the advance of technology, interactive communication channels emerge and gain more and more attention: chat, voice and video calls integrated into website.

What is their current business value? How they relate to traditional channels like landline phones? How do they influence website conversion rates?

Consumers and purchasers are getting more and more mobile, impatient and hungry for immediate feedback. Their smartphones, tablets, PCs with fast wireless Internet access, and laptops let them get in touch with a merchant or service provider immediately.

There are two basic formats for such interaction: web calls (voice and video) and live chat. But how popular they are and what they deliver to the bottom line?

Video calling is getting traction

In 2010 Pew Research Center’s Internet & American Project published the following numbers: by that moment 19% of Americans had already resorted to video calling online or by their cell phones. What’s even more interesting – these users could be divided into two big categories: 23% of Americans Internet users and 7% of its cell phones’ users were “advanced” enough to enjoy benefits of web VoIP servicesⁱ.

Click to Chat and Click to Call: increased sales and loyalty

According to Forrester Consulting as of 2010 reveals the following trend exemplified by certain playersⁱⁱ:

	Click to Call	Click to Chat
Aggregate percentage of website visitors accepting or initiating contact via	0.4%	1%
Of them: accepting	70%	80%
Of them: initiating	30%	20%
Conversion rate increase	23%	19%
Regular conversion rates	3%	3%

A sort of parity can be observed with the both ways being productive. The click to call option may seem more preferable in this context since it’s more habitual to ask questions via voice calls and a higher interaction speed.

But click to chat shall not be in any case disregarded because of its distinctive feature: loyalty building: 90% of the U.S. consumers find chat “useful to extremely useful”, while another “survey found that 63 percent... were more likely to return to a particular website after experiencing live chat.”ⁱⁱⁱ

In 2012 TELUS International in collaboration with Kenna accomplished a research covering 42 top online-resellers:

- 55% of them used live chat for sales purposes;
- 45% had already shifted to combining both sales and customer service with their live chat instruments;
- 29% didn’t use live chat services at the moment of measure^{iv}.



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Customers' Choice – Global Picture

As it is known, first sale is important, but repeated sales, returning customers, loyalty are key for retaining market positions and further expansion. And loyalty means best customer care.

Let's take a look at the customers' preferences by industry^v:

Health care	Live chat	11%
	Click to call	22%
	800	35%
Retail	Live chat	15%
	Click to call	18%
	800	39%
Travel	Live chat	15%
	Click to call	24%
	800	51%
Insurance	Live chat	13%
	Click to call	21%
	800	44%
Communications	Live chat	19%
	Click to call	24%
	800	58%
Financial Services	Live chat	15%
	Click to call	20%
	800	44%

The motives for choosing the communication channel were^{vi}:

Text Chat	Voice
Ability to multitask simultaneously - 38%	Wish to be understood - 74%
Opportunity to save and print conversation records - 34%	Wish to talk to a human - 42%
Wish to make questions as clear as possible - 27%	Promptness - 42%
Promptness - 20%	Disregard for pre-written responses - 35%
Inclination to type instead of talking - 15%	Complaining - 17%

Conclusions

First: online communications will become more and more important – customers will demand it

Second: the role of customer care will gain more weight in an increasingly competitive space. Experience with online communications will be crucial for customer loyalty.

Third: customer will demand all and every channel of online communications.

Thus, businesses need to make live chat and click-to-call (both voice and video) an inherent part of their online brand experience.

[V2Chat](#) (voice, video and chat), a cloud service offered by Luxms Inc., is a perfect tool for delivering such experience to your customers. [V2Chat](#) supports live chat, video calls and voice calls, integrates with telephony/PBX (SIP), offers API for software development to customize and control your unique brand experience for online sales and customer care



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Available at: <http://www.pewinternet.org/Reports/2010/Video-chat.aspx>

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ⁱ Lee Rainie, Kathryn Zickuhr. Video calling and video chat// Pew Research Center's Internet & American Life Project, Oct 13, 2010

ⁱⁱ A Forrester Total Economic Impact™ Study of Click to Call and Click to Chat Prepared for ATG. August 2010

ⁱⁱⁱ Emily Millar. Online Chat – Improve Customer Service, Increase Sales// Corp! April 28, 2011

^{iv} Amanda Ciccatelli. Research Shows More Retailers are Using Live Chat as a Customer Service Channel// TMCnet.com, September 13, 2012

^v Consumer Views of Live Help Online 2012: A Global Perspective//A consumer research study commissioned by Oracle, March 2012, p. 7

^{vi} Ibid, p. 5, p. 7