

Dukascopy Connect support chat solution

Businesses are engaging with more and more customers through online channels. Now, more than ever, businesses need to fully support the online customer experience and provide them with quality online support. In addition to phone and email, Dukascopy Connect support chat is a great tool for online customer support.

1. Dukascopy Connect is simply an amazing tool to communicate

Dukascopy Connect is one of the best ways to get instant communication with a company.

“We have received fantastic feedback about using Dukascopy Connect, especially from one particular customer who is hearing impaired. He was thrilled to be able to communicate with us directly, without the help of someone else. It is extremely satisfying to know that we are making life easier for a segment of our customer base for whom having to visit a branch or talk on the telephone is difficult.”

90% of customers consider Dukascopy Connect helpful. Contrast that to the experience with phone or email support. Customers get frustrated plugging through phone prompts of *“For support, press one, for sales, press two...please say your account number and a representative will be right with you,”* followed by a long queue and hold music. Dukascopy Connect support chat occasionally has a queue as well, but it is typically much shorter than a phone queue. Agent and the customer can share names, account numbers, and tracking numbers via chat instead of over the phone where mistakes can be common.

And instead of waiting for days to receive answers via email, customers can receive their answers immediately and continue with their online purchase. Waiting for days for an email response can be so frustrating to a customer that they won't return to the website even after the email response. Customers want to get answers and help right away, while they are on the website or in the middle of a transaction. A recent study found that:

“44% of online consumers say that having questions answered by a live person while in the middle of an online purchase is one of the most important features a Web site can offer.”

By offering Dukascopy Connect as one of several support options, you are providing a support channel for customers who might have left your website without ever asking for support.

2. Increased Sales

Not only do customers love Dukascopy Connect, businesses love it too.

“According to a recent poll, almost 62 percent of Internet consumers said they would purchase more products online if live customer support were available.”

With the wide variety of choices that customers have online, a customer at the stage where an item is in their cart is a big deal! If a customer gets to that point and needs support, the likelihood of them making a phone call or sending an email is quite low. But it is highly likely to use Dukascopy Connect support chat because of its immediacy. Recent studies conclude:

“77% of people shopping online would like to make contact with a real person before making a purchase, and over half say that the lack of interaction has caused them not to purchase.”

3. Reduced Service Costs

As customer service teams use Dukascopy Connect, they see an overall decrease in the service costs in supporting online customers. The initial set-up and implementation of a Dukascopy Connect tool is quick and easy. A simple solution can be launched in one week while a solution that is customized typically takes around 20-30 days to set up and launch. This is quite quick in both scenarios and the reduced implementation time keeps budgets low and technical teams happy.

Additionally, since agents can support multiple customers simultaneously (typically 4-5, but sometimes more!) this is far less costly than phone support where agents can support only one customer at one time. Dukascopy Connect will also reduce the number of calls coming in to the call center. **Many businesses see call deflection rates of 30-70%! Some businesses even go as far as eliminating the need (and cost) of their toll-free numbers.**

Businesses can also see big cost reductions over time due to improvements in efficiency – agents handling multiple chats, using pre-written responses, directing customers to web pages, etc. **Saving just one second per chat can result in an**

overall time savings of 40-80 hours per year. More efficiency can either mean the ability to support more web traffic and customer support requests with the same number of agents, or with the same amount of customer support requests, fewer reps are needed.