# Boost Your NPS by 20 Points Through Smart Chat

## *5 Ways to Do It in 3 Months*

**NPS**

The **Net Promoter Score** measures how likely customers are to recommend your company. You can see NPS change if you offer surveys as you implement these improvements.

## 1 Reduce AHT by Using Customer Data

Wow… That was fast!

You're welcome.

Reducing Average Hold Time can be difficult. But if you arm agents with data about customers, by deploying the right system behind the scenes, you'll reduce AHT and make customers happier.

## 2 Use Canned Phrases for Speed & Accuracy

ABC Company

**AGENT:**
Click the text link to see our Terms & Conditions.
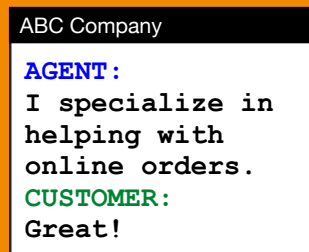**CUSTOMER:**
Thanks!
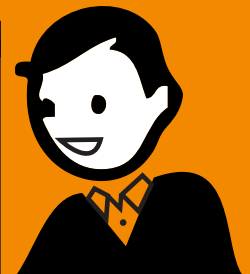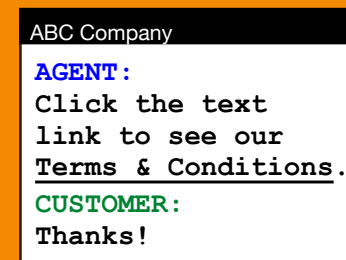
This reduces Average Hold Time, of course, but customers also appreciate legal/policy statements when they're accurate and official. Canned phrases also increase efficiency and lower costs.

## 3 Ask How Agents Are Doing

ABC Company

**AGENT:**
Could you spend 2 minutes on our satisfaction survey?
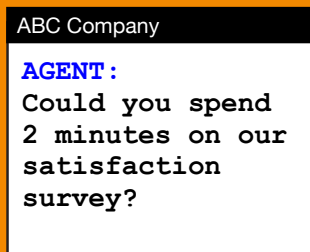
In your surveys, include questions about how customers perceive your agents. You can't fix problems unless you understand their causes, so frame questions to help you identify them.

## 4 Know When to Offer Chat

ABC Company

**AGENT:**
I specialize in helping with online orders.
**CUSTOMER:**
Great!

Sometimes chat isn't the best way to assist. A solution that determines in real-time whether to offer chat or a different channel can ensure that customers get help appropriately.

## 5 Analyze What Customers Say

This will help us give customers what they want.

SURVEY
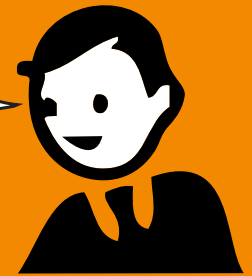
Fix the top things that keep customers from promoting you. Good tools show these in a dashboard and in detail. They can also correlate them to data from across the customer journey.

▶**Learn more about using your data to improve NPS**

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