# 8 Questions That Could Improve Your Chat
## How many can you answer 'yes'?

### 1. Does your chat solution target customers most likely to buy?

You can increase incremental revenue by 4 to 5% using Predictive Analytics and real-time decisioning to offer purchasing assistance within chat[1].

### 2. Is chat available on your mobile app?

80% of Internet users own a smartphone.[2] To retain customers, you'll need to adopt a "mobile mindset."

### 3. Is chat available on your company's Facebook page?

This is an opportunity to engage customers where they are, and deal with comments – as well as gain valuable customer data.

### 4. Is your chat based on customer journeys or just "Hi, how can I help?"

Forwarding customer intent by connecting another channel to chat can increase NPS by 10 points.[3]
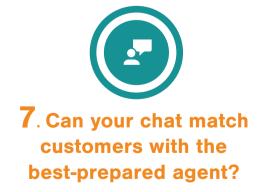
### 5. Is your chat part of an omnichannel experience or merely a solution?

Customers want their experiences to be continuous and contextual – 74% use at least 3 channels for customer service.[4]

### 6. Does your voice solution offer chat as an alternative to "hold," for quicker resolution?

Transferring calls to chat can improve customer satisfaction, and even create opportunities for new sales.

### 7. Can your chat match customers with the best-prepared agent?

When you capture intent from earlier parts of customer's journey, they can be connected to the right agent for help.

### 8. Is your chat based on traditional rules or does it incorporate real-time modeling?

With predictive analytics driving your chat, you automatically determine who to target, when and how to engage, and what to recommend.