



5 CHAT ANALYTICS TECHNIQUES FOR CUSTOMER EXPERIENCE BREAKTHROUGHS

77% of adults believe "valuing their time" is the most important thing a company can do*

Customers today demand an effortless experience when engaging with a business

72% of adults are unlikely to return to a website that does not provide a good customer experience*

Forrester Research outlines the *Key Elements of Proactive Chat** involved in providing the optimal, effortless experience for customers. But how do you know if each element is working successfully? We've outlined the best data analytics techniques for monitoring the health of every element of your chat program:



Understanding and utilizing these five chat analytics techniques can help you significantly improve the performance of your current chat programs in order to meet the changing demands of your customers.

To learn more, read the [24]7 ebook: **How to Improve Customer Experience with Chat Data**