



Web chat poised for rapid growth

21% of UK businesses expect to implement within 12 months

***** Durham, United Kingdom - for immediate release *****

New research published by ContactBabel, the contact centre industry analysts, reveals that UK businesses expect web chat to jump rapidly from a current penetration rate of 14% to 35% within 12 months.

Although web chat between customers and agents accounts for only 0.7% of all inbound traffic to UK contact centres (3% in the technology, media and telecoms sector), 21% of survey respondents expect to implement this customer channel within the next 12 months, with a further 16% saying they are likely to implement this channel after 12 months.

"The UK Contact Centre Decision-Makers' Guide (9th edition - 2011)", is a major study of 208 UK contact centre operations, looking at all areas of contact centre performance, investment, technology, HR and strategy. It is available entirely free of charge from www.contactbabel.com.

The report's author, Steve Morrell, commented:

"Considering the potential of web chat, it is very underused by UK businesses, and this enthusiasm is long overdue. Web chat allows a customer or prospect who is using a web site to ask a question seamlessly - through the same medium - without having to move away from what they are doing.

"Like a phone call, web chat offers a real-time connection to an agent, which email cannot do. Being able to address a customer's concern quickly - such as delivery dates - can make a huge difference to the conversion rate of web-based sales. As the agent is running multiple chat sessions simultaneously, the cost of this type of support can be lower than the phone."

About ContactBabel and *"The UK Contact Centre Decision-Maker's Guide (9th edition - 2011)"*

The *"UK Contact Centre Decision-Makers' Guide (9th edition - 2011)"* is the major annual report studying the performance, operations, technology and HR aspects of 208 UK contact centre operations across all sectors and size bands. The result is the 9th edition of the largest and most comprehensive study of all aspects of the UK contact centre industry.

The full report, containing 300 pages and 134 graphs and tables, is available free of charge from the ContactBabel website (www.contactbabel.com/reports.cfm) thanks to the generosity of our Platinum sponsors: Altitude Software, BT, Cable&Wireless, Enghouse Interactive and Infinity CCS.

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