Live Chat

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Why Live Chat?

• Convenient for customers
  - Immediate access to help
  - Wait times are often less than phone
  - Easy to multi-task while waiting
  - No need to navigate phone system

• Potential cost savings
  - Lower average interaction cost (multiple chats at once)
What we know

- A chat agent can help more taxpayers
  (225 chats per day vs 113 calls)
- Chat costs less per contact
- We can’t control the questions asked
- Phone is more appropriate for some topics
- Taxpayers want phone as an option
Maximum calls per day

113 calls per day, per agent

Assumptions:

- Average talk time is 4 minutes
- 7.5 hours logged into the phone
- 100% occupancy rate
- Enough calls to keep agents busy all day
Maximum chats per day

• 225 chats per day, per agent

Assumptions:

- Limit of 5 concurrent chats
- Average session is 10 minutes
- 7.5 hours logged into chat system
- 100% occupancy rate
- Enough chat requests to keep agent busy all day
What does this mean?

Live Chat allows agents to complete more work overall

<table>
<thead>
<tr>
<th>January 2015 Work Output Results – Per Agent</th>
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<tbody>
<tr>
<td><strong>Phone</strong></td>
</tr>
<tr>
<td>1,099 phone calls</td>
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<tr>
<td>267 CTIAs processed</td>
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Questions?