

Clickatell Chat Commerce Trends Report

'Tis the season customers sit on hold longer than any other. How does being placed on hold affect a consumer's attitude toward a brand—and the likelihood they'll move forward and make a purchase? Clickatell surveyed more than 1,000 US consumers. Here's what we found ...

On average, consumers spend more than 13 hours a year on hold

That's 780 minutes they'll never get back!

How many times a month do you typically call a customer service rep?

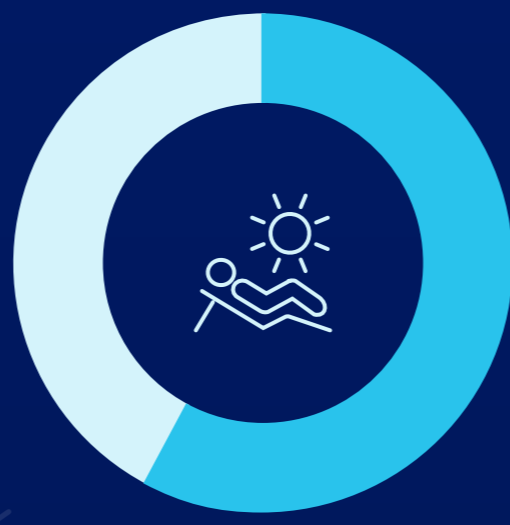
1-10+ times a month



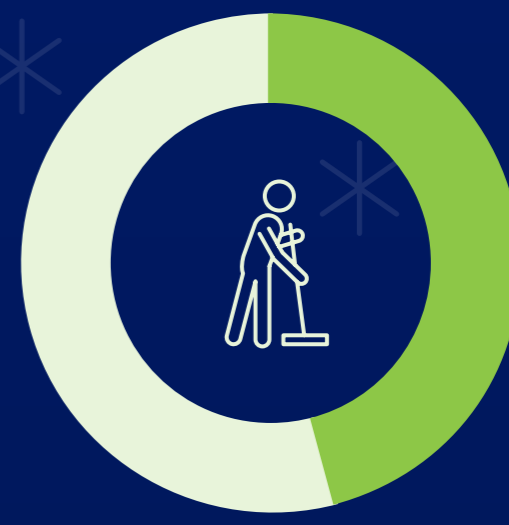
Time on hold is time taken away

Being on hold keeps consumers from doing what matters most.

What does time on hold typically keep you from doing? (Check all that apply.)



58%
Time relaxing



46%
Time doing chores



36%
Time with family



34%
Time working

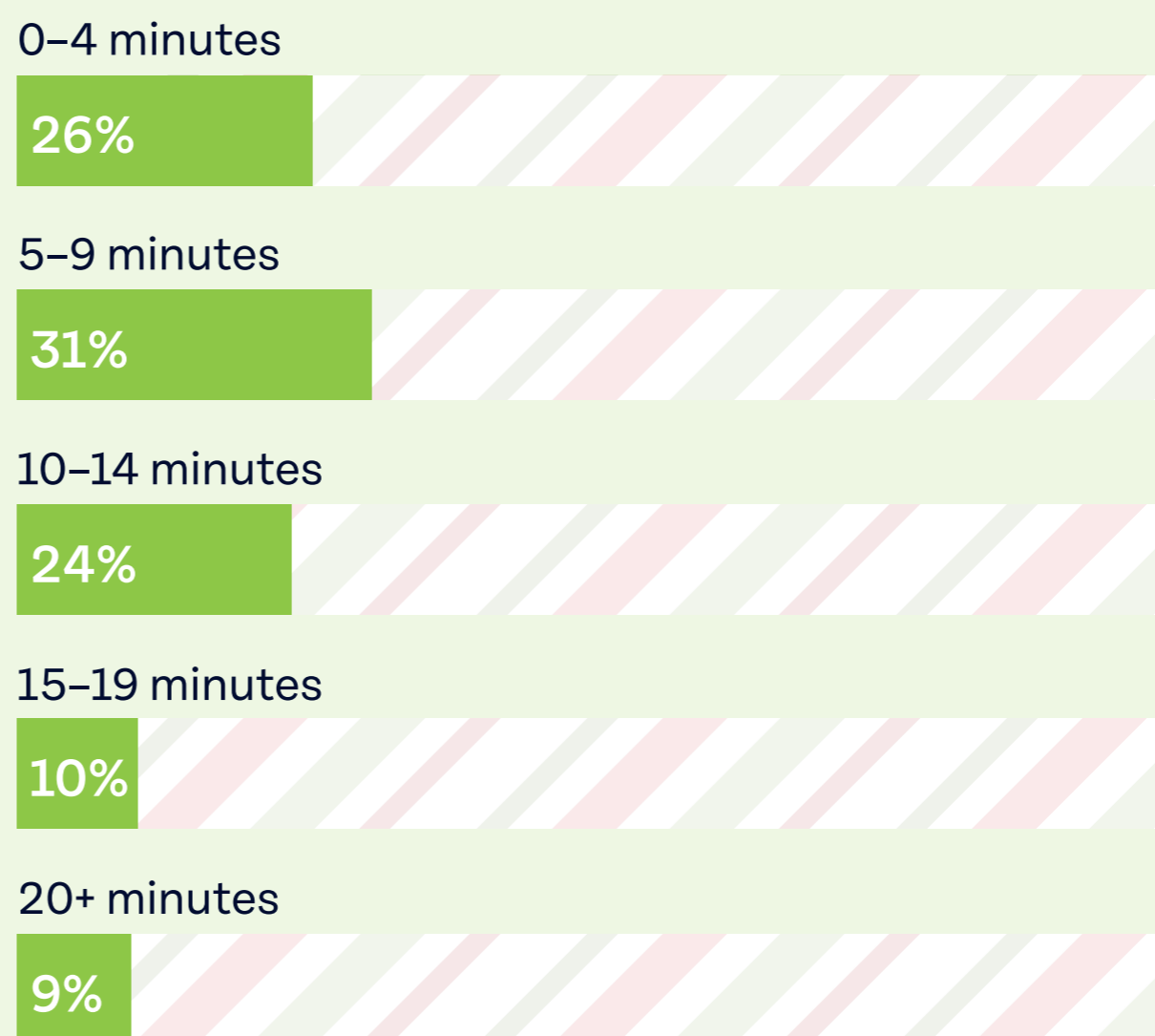


18%
Time exercising

Positive impressions of a brand can change in a matter of minutes

The longer a consumer waits on hold, the worse their perspective of a brand becomes.

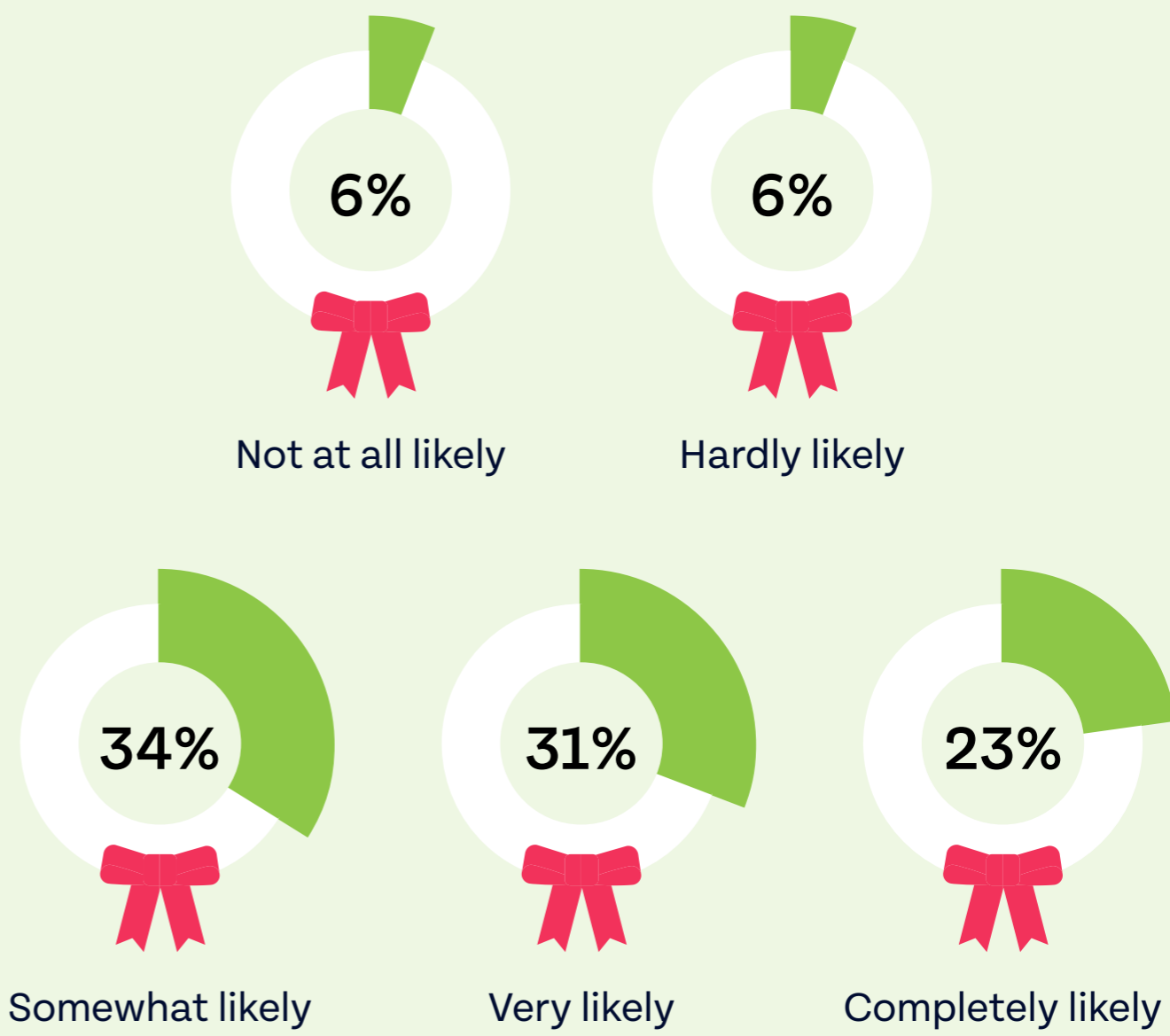
When you're on hold, how long before you end up with a negative feeling about the organization you're calling?



RESULT: Hold times irritate them so much, it affects their buying decisions

Consumers are likely to give up on their purchases before their call is even answered.

How likely are you to give up on your purchase if you can't get helped?



Hang up on hold time. Meet your customers where they are... in Chat!

At Clickatell, we believe in creating a better world through technology and have democratized commerce in chat to make it accessible for everyone, everywhere.

More information about the company can be found at clickatell.com