

# Chat Commerce Trends Report

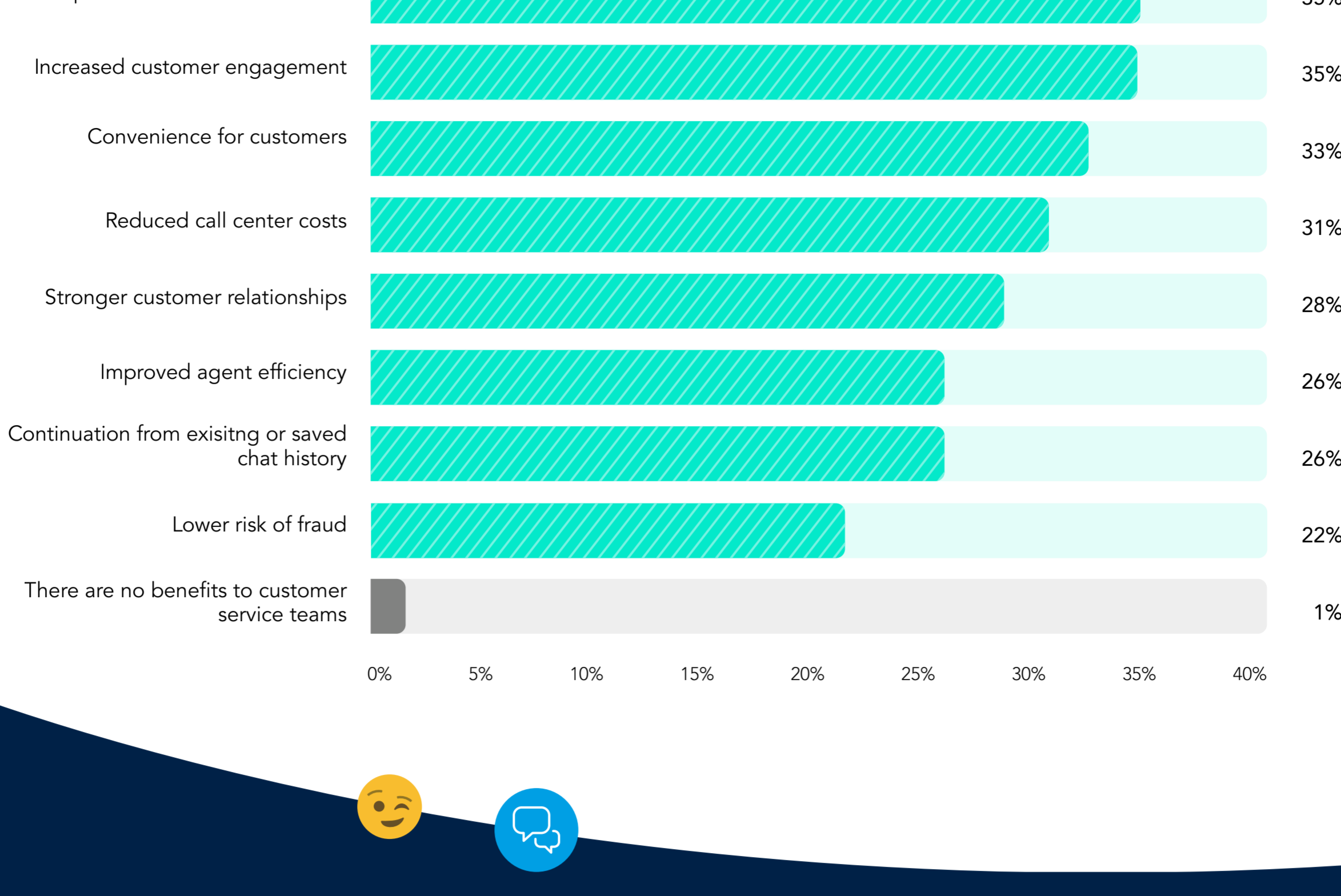
**99% of customer service executives recognize using chat with customers strengthens customer experience.**

In our latest edition of the Chat Commerce Trends Report, we surveyed over 340 senior customer service leaders within the US to gain a deeper understanding of how their teams are increasingly responsible for more and more revenue, and how they can leverage chat as a new channel for payments.

## With chat, comes unlimited possibilities. 🤖

Customer service teams that use chat enjoy plenty of benefits!

Which of the following benefits do customer service teams experience by using chat with customers? (Choose all that apply.)

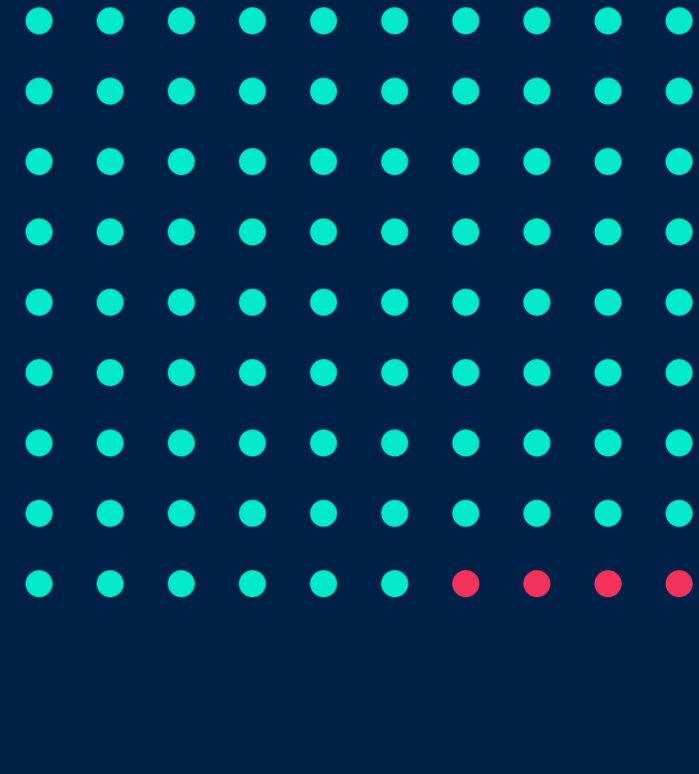


## 96% of customer service leaders own revenue.

Revenue is now an important driver for customer service teams with 96% responsible for managing payments.

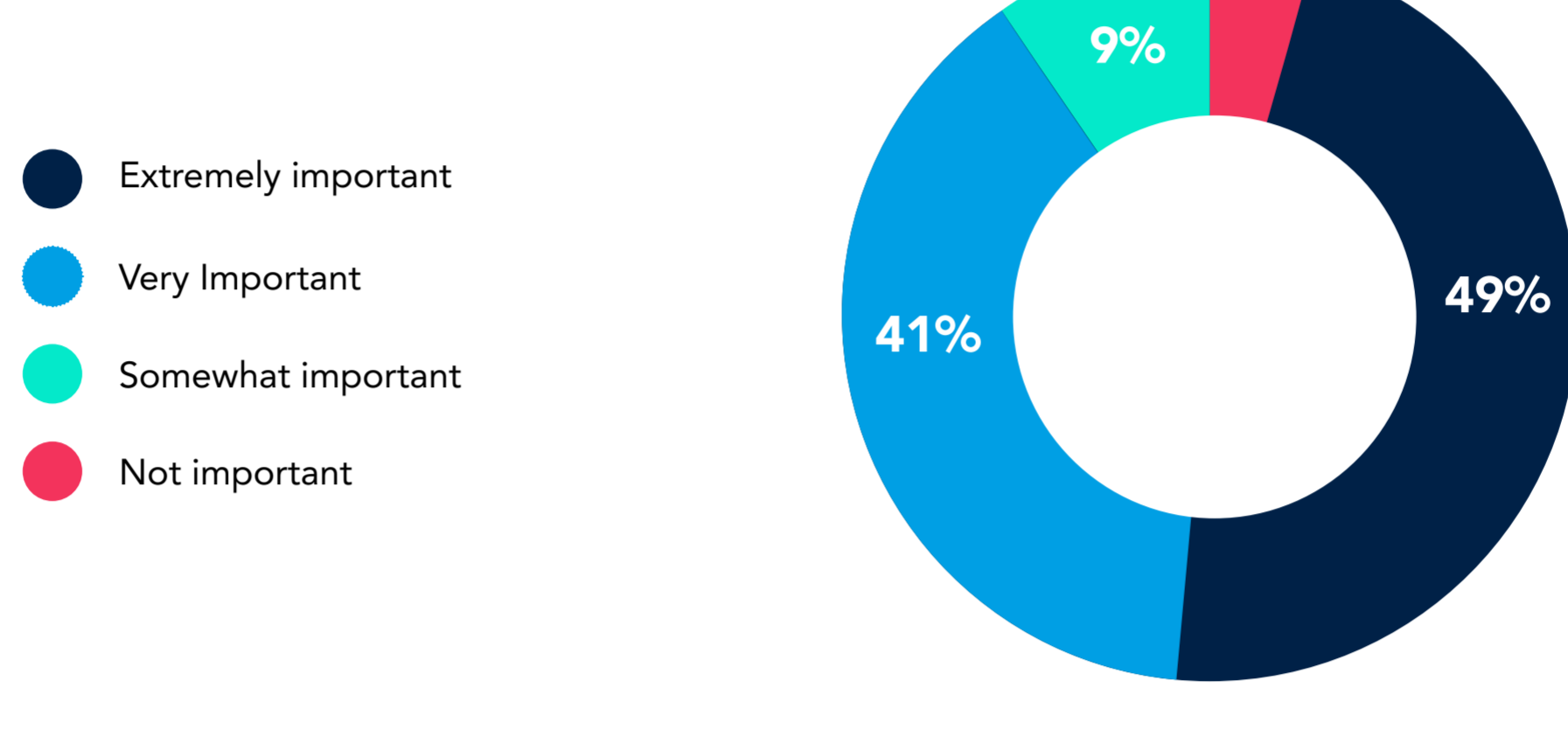
Does your customer service team have any responsibility for processing or requesting payments from customers?

Yes - 96% No - 4%



## ...And 99% of customer service teams process payments! 🛒

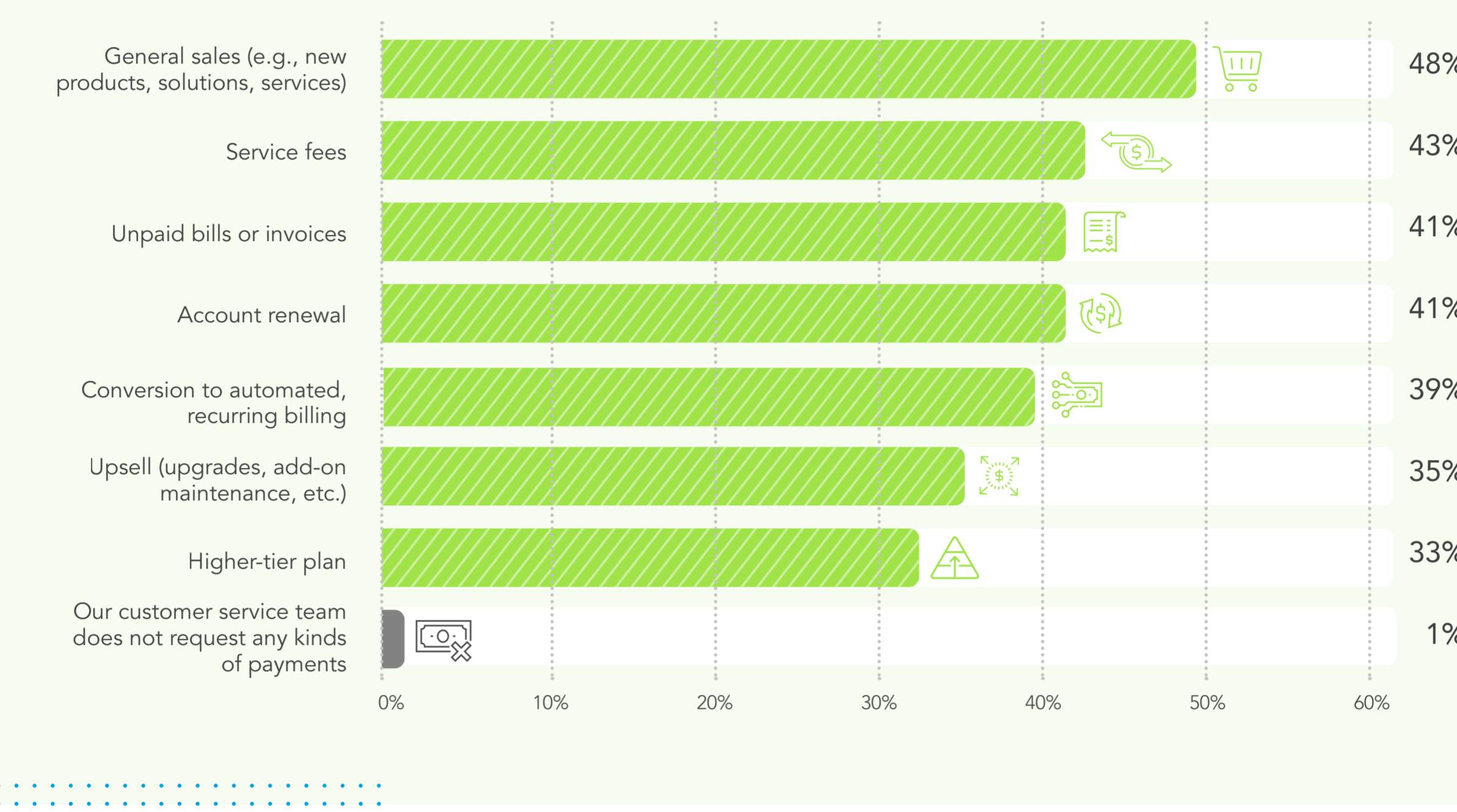
Turns out, it's critical for customer service teams to be able to accept payments.



## Customer service teams also manage a wide variety of payment types.

From sales to service fees, invoices to renewals, upsell and upgrades – customer service teams can process them all.

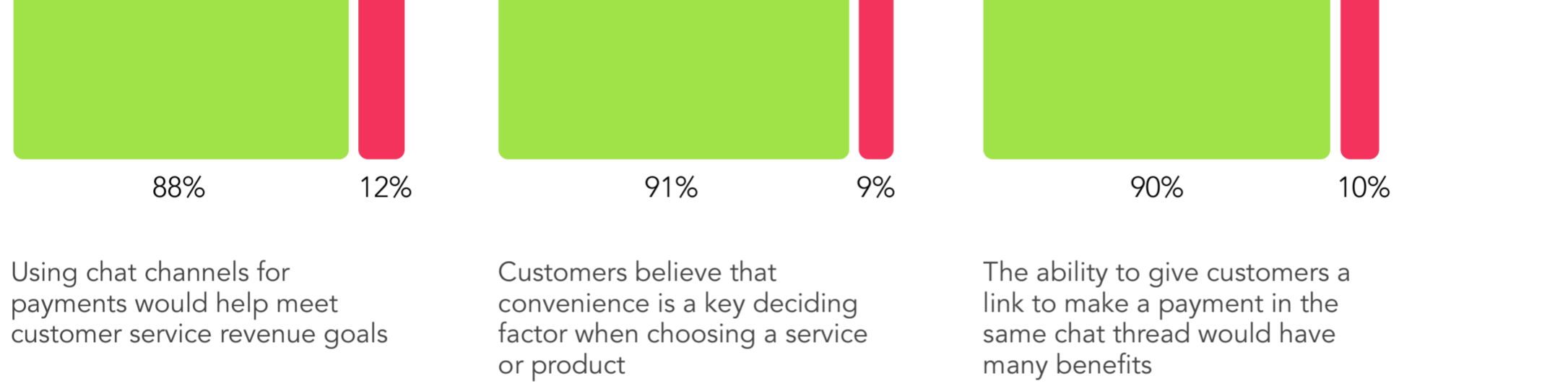
What types of payments are your customer service team currently responsible for requesting? (Choose all that apply.)



## Because payments in chat is the future. 🚀

88% of customer service leaders agree that they can reach revenue goals faster with Chat Commerce.

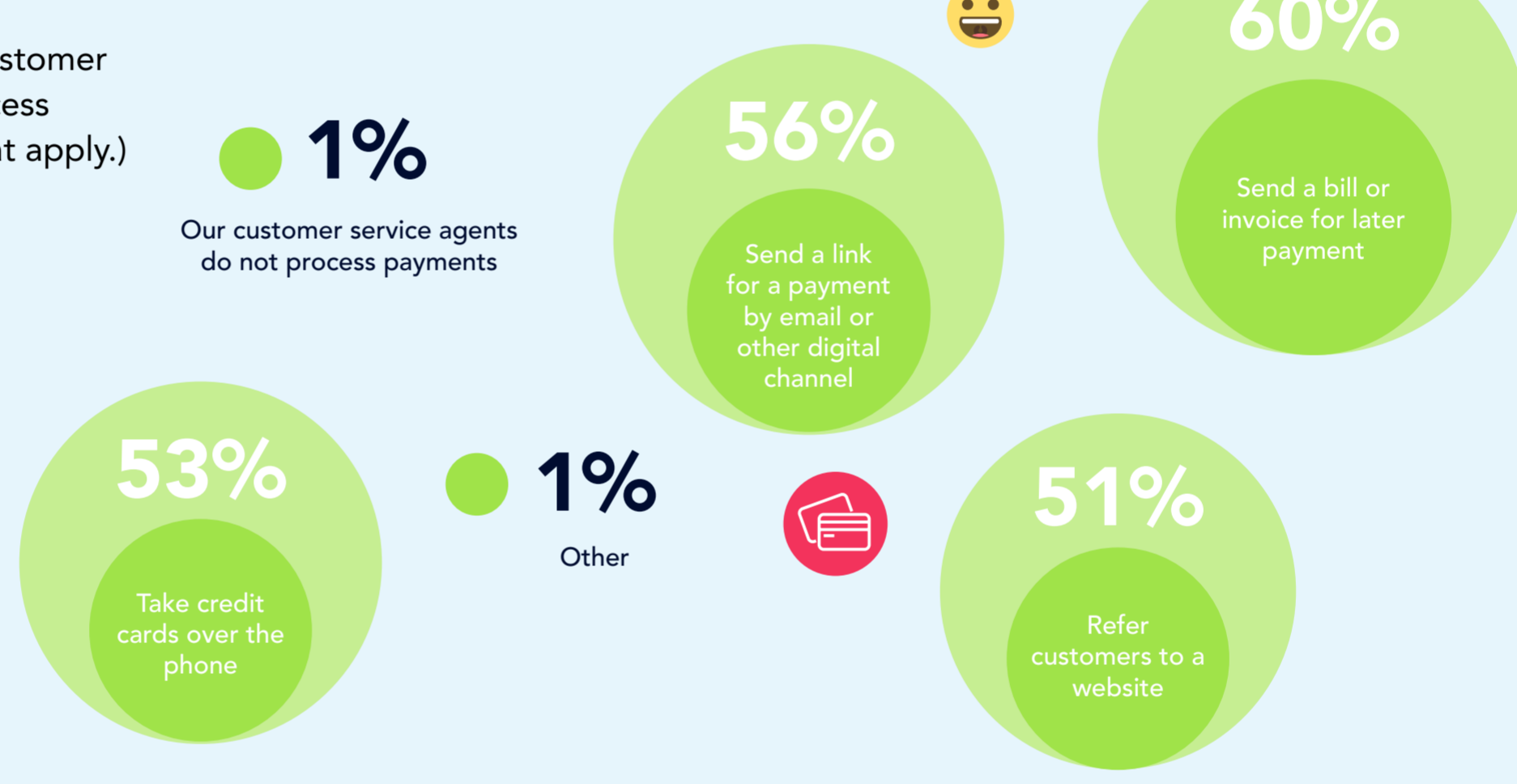
Please indicate your level of agreement with each of the following statements.



## Leave outdated payment processes in the past. 🕒

It's time to move to the future, with payments in chat.

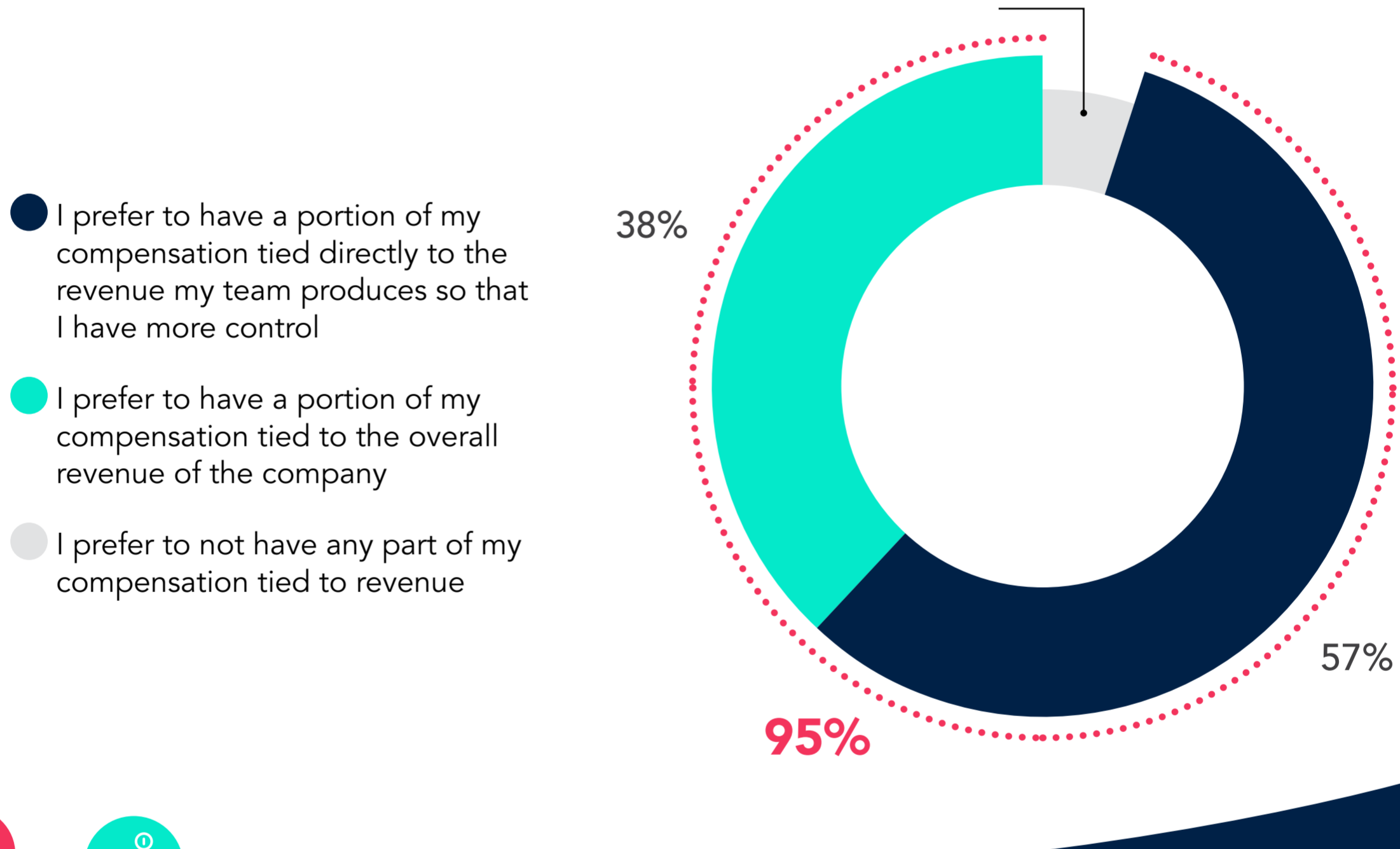
What methods do your customer service agents use to process payments? (Choose all that apply.)



## 95% of customer service leaders prefer to have a revenue component as part of their compensation.

Why? Because this provides them with a better sense of control over their own streams of personal payments.

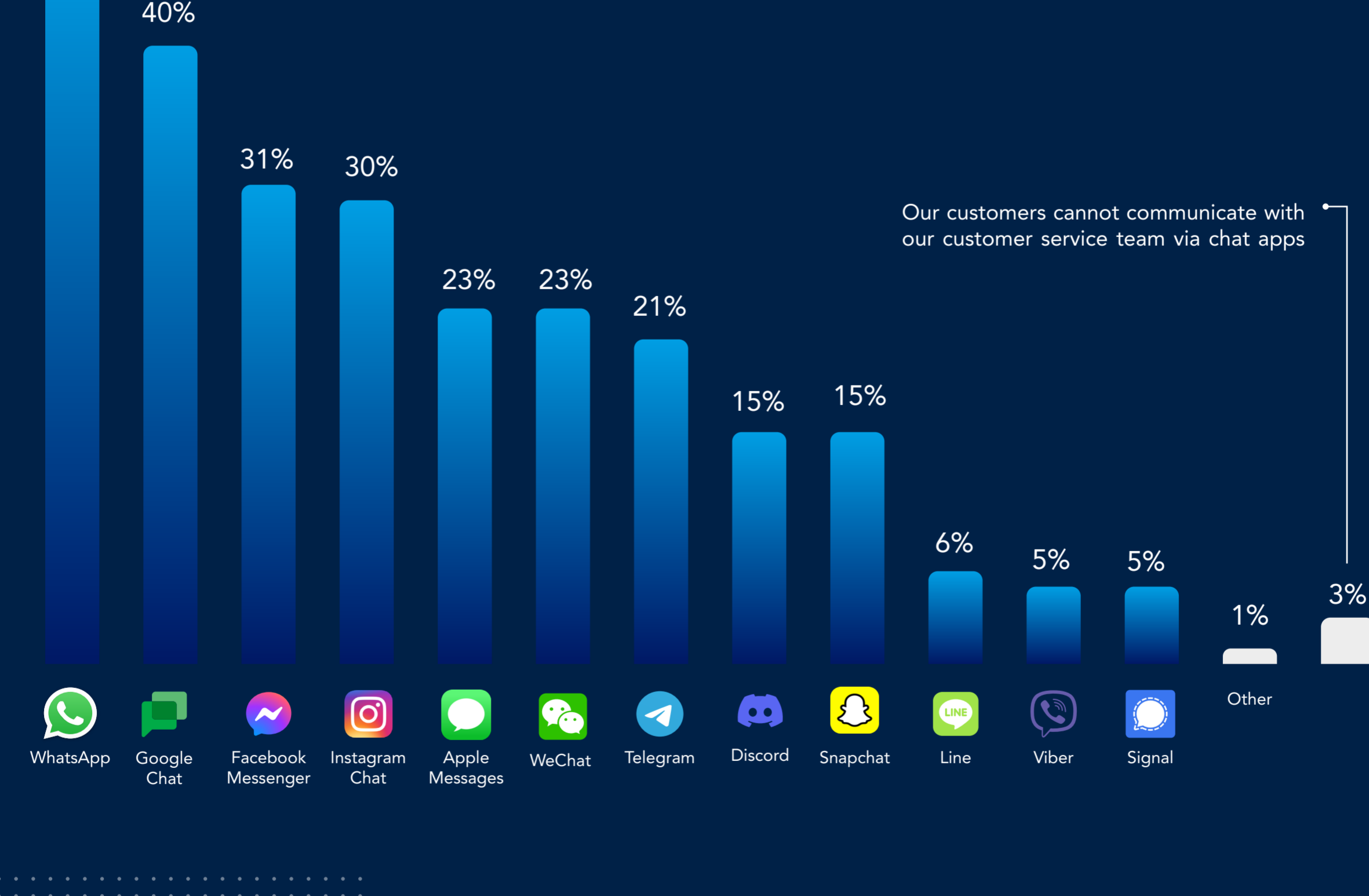
Which of the following statements most closely reflects your opinion?



## Where can you find your consumers? On chat, of course! 💬

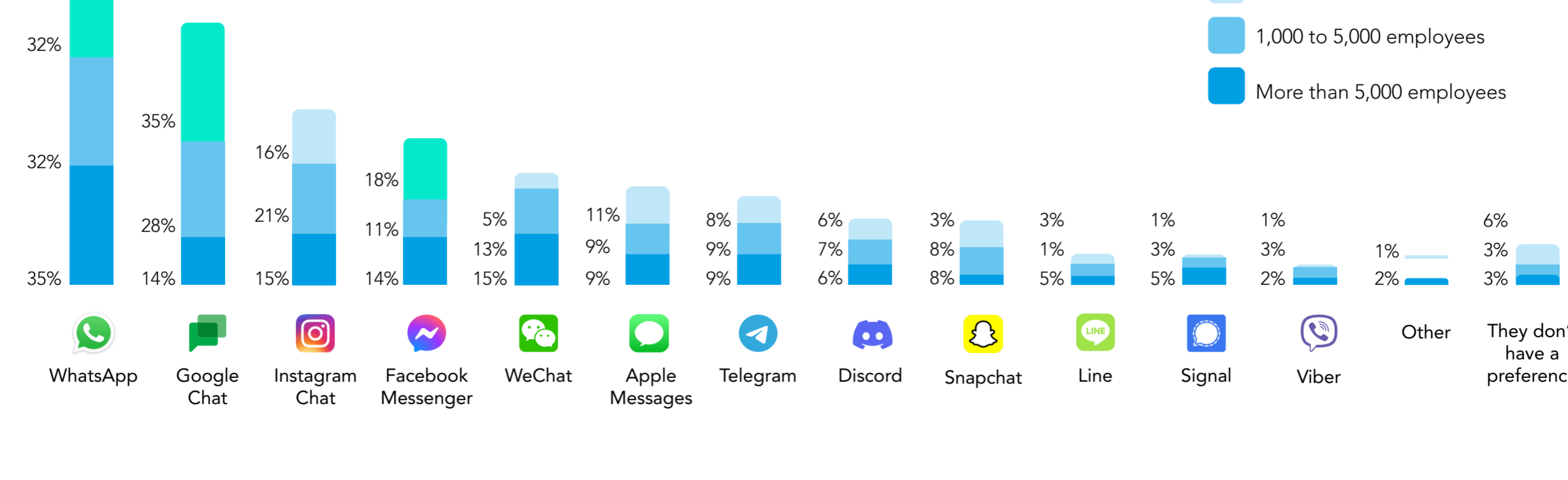
WhatsApp, Google Chat, Facebook Messenger, and Instagram Chat are some of the top chat apps used by customer service teams.

Which of the following chat apps can customers use to communicate with your customer service team? (Choose all that apply.)



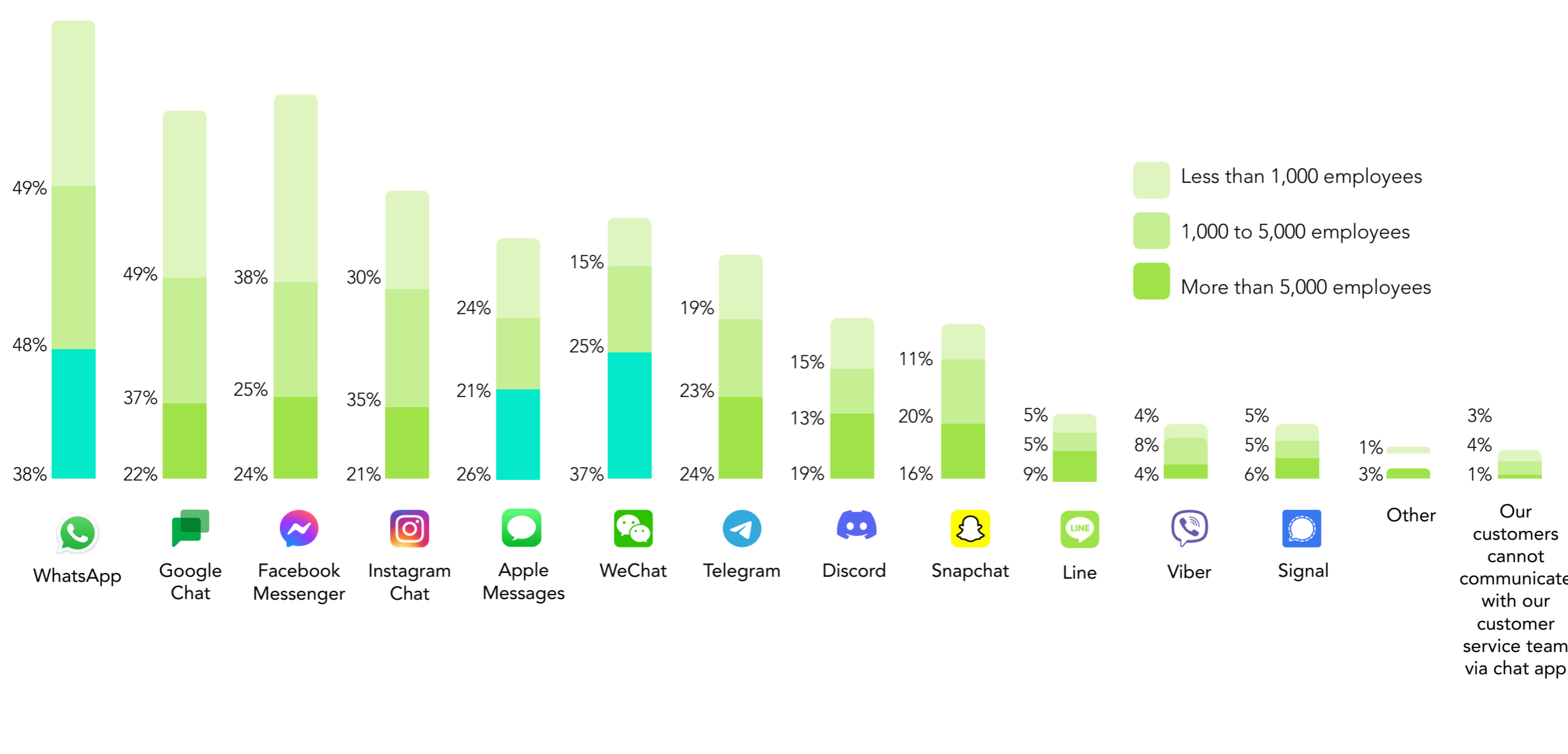
## Smaller companies prefer Google Chat, WhatsApp, and Facebook Messenger.

Which of the following chat apps are your customers MOST LIKELY to use to communicate with your customer service team? (Choose up to two of the following.)



## ...And larger companies prefer WhatsApp, WeChat, and Apple Messages!

Which of the following chat apps can customers use to communicate with your customer service team? (Choose all that apply.)



Did you enjoy this infographic? Discover more Chat Commerce consumer trends [here](#).

\*Report results based on polling of over 340 senior customer service leaders within the US. Polling conducted by Dimensional Research as commissioned by Clickatell.

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](http://clickatell.com)