

Survey on Online Customer Service

Online retailers are protective of their main means of customer communication

What is your primary business?	
A. Store-based merchant	19.0%
B. Catalog	11.2%
C. Virtual merchant	48.3%
D. Consumer brand manufacturer	13.5%
E. Consumer service company	7.9%

Do you offer live chat customer service?	
A. Yes	22.0%
B. No	78.0%

When do you plan to offer live chat?	
A. Within 6 months	7.0%
B. 6 months to 1 year	15.9%
C. 1 to 2 years	28.4%
D. More than 2 years	15.9%
E. Never	32.7%

Do you have customer service reps who specialize in live chat?	
A. Yes	65.5%
B. No	34.5%

What percentage of customer service interactions occur in live chat?	
A. Less than 1%	21.1%
B. 1%	15.8%
C. 2% to 3%	22.8%
D. 4% to 5%	10.5%
E. More than 5%	29.8%

What is the daily volume of live chat customer service interactions?	
A. 0 to 25	44.6%
B. 26 to 50	25.0%
C. 51 to 75	7.1%
D. 76 to 100	5.4%
E. 101 to 200	3.6%
F. More than 200	14.3%

Can your customers communicate with you on customer service issues via e-mail?	
A. Yes	98.9%
B. No	1.1%

Do you have customer service reps who specialize in e-mail?	
A. Yes	62.0%
B. No	38.0%

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What percentage of customer service interactions occur via e-mail?	
A. Less than 1%	2.7%
B. 1% to 2%	7.4%
C. 3% to 5%	14.0%
D. 6% to 10%	15.6%
E. More than 10%	60.3%

What is the daily volume of e-mail customer service interactions?	
A. 0 to 50	49.2%
B. 51 to 100	18.6%
C. 101 to 200	9.7%
D. 201 to 300	9.7%
E. 301-500	4.3%
F. More than 500	8.5%

What is the average time to answer an e-mail inquiry, exclusive of automated responses?	
A. Less than 2 hours	43.3%
B. 3 to 5 hours	13.5%
C. 6 to 12 hours	16.2%
D. 12 to 24 hours	18.9%
E. 25 to 48 hours	4.6%
F. More than 2 days	0.4%
G. Don't know	3.1%

What is the average cost of an e-mail customer service interaction?	
A. \$1 or less	48.2%
B. \$1.01 to \$2	25.5%
C. \$2.01 to \$3	14.7%
D. \$3.01 to \$4	6.4%
E. More than \$4	5.2%

Do you operate your own customer contact center?	
A. Yes	86.9%
B. No	13.1%

Do you plan to outsource your customer contact center?	
A. No	91.8%
B. Yes -- within 6 months	2.2%
C. Yes -- within six months to 1 year	3.0%
D. Yes -- within 1 to 2 years	3.0%

How many customer service reps do you employ (including managers)?	
A. Less than 10	66.1%
B. 11 to 20	11.3%
C. 21 to 30	3.9%
D. 31 to 40	0.9%
E. 41 to 50	1.0%
F. More than 50	17.0%

What is the average cost of a phone-based customer service interaction?	
A. \$1 to \$4	61.8%
B. \$4.01 to \$6	24.0%
C. \$6.01 to \$8	6.9%
D. \$8.01 to \$10	5.5%
E. \$10.01 to \$12	1.4%
F. More than \$12	0.5%

Is your customer service system integrated with your order management system?	
A. Yes	66.0%
B. No	34.0%

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Is your customer service system integrated with your customer database?	
A. Yes	68.6%
B. No	31.4%

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What is the annual sales range of your retail business?	
A. Less than \$1 million	37.7%
B. \$1 million to \$3 million	20.0%
C. \$4 million to \$10 million	15.1%
D. \$11 million to \$25 million	12.5%
E. \$26 million to \$50 million	8.3%
E. More than \$50 million	6.4%