


thread

Let's chat about chat! 







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Head of Customer  
Success

March 2023



# Questions

-  Visit our knowledge base at [docs.getthread.com](https://docs.getthread.com)
-  Chat with us at [help.getthread.com](https://help.getthread.com)
-  [Check our Calendar](#) to join our Open Q&A sessions
-  Book a 1-on-1 at [getthread.com/meetings/sboss](https://getthread.com/meetings/sboss)



# Questions



## Visit our Cohort Hub

- Scheduling Links
- Cohort Recordings
- Power points
- Tasks & Checklists

Thread Help Center

Help Me With...

All Systems Operational Contact

All Categories > Getting Started > Getting Started Webinars > Scheduled Cohorts > March 6-17 Cohort

Getting Started

Getting Started Webinars

Scheduled Cohorts

March 6-17 Cohort

1. Onboarding Webinar - Getting Started

0. Guided Onboarding

To share with your customers

Use cases

Getting Started with Thread

Messenger

Inbox

Integrations

Security

Frequently asked questions

### March 6-17 Cohort

Updated 22 hours ago by Stephen Boss

This is your hub for the March 6 - March 17 Cohort. Find links to join our scheduled roundtable calls and recordings from past sessions here.

#### Cohort Sessions

To register for this cohort or view the full schedule, fill out the form on our [Let's Get Started Page](#).

[Register Here](#)

#### Week 1

##### Thread Onboarding 1 - Getting Started

This session has already happened, you can find the recording here:

<https://us06web.zoom.us/rec/share/zayplFZTbf3MzdHJnNXDDg4UKEwdl4Cn-FZlp-e9wRR0cgenIM3JvmmFwsjcW.QJl-jbKc3SEZ9s>

[Click Here for a Recap and Tasks](#)

- **What?** Introduction to Thread
- **Where?** <https://us06web.zoom.us/j/84019224004>
- **When?** March 6, 2023, 3 PM - 4 PM EST
- **Add to Calendar:** Office 365, Google Calendar

Open Q&A Series

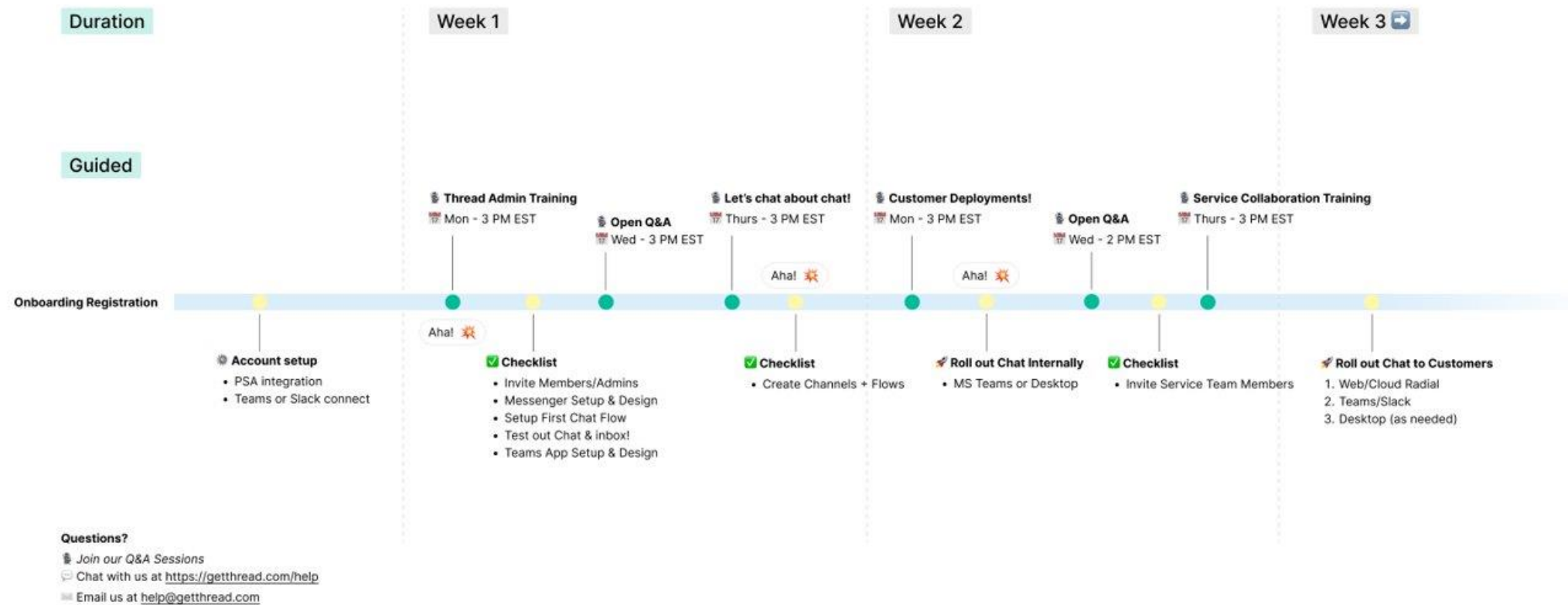
🔗 docs.getthread.com > Getting Started > [Getting Started Cohort Hub](#)



# The Plan



## Planned Schedule





# Agenda



## Let's chat about chat

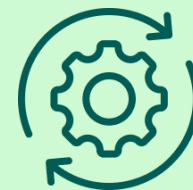
### Agenda

- FAQs about Chat
- Why Chat is awesome!
- How is chat different from Phone & Email
  - Not all chats are Live
- How do we handle chats?
  - Start small and scale up
  - How will chat affect your service desk?
  - Thread meets you where you are
- Let's make service magic - Next steps

# FAQs about Chat that we will address today



## Operationalizing chat



**“Will launching chat create more net new service requests?”**

- 3 channels is more than 2 channels, therefore there will be more requests
- This third channel, is the easiest to use therefore more people will use it.

### Internal process

- “How do I structure my team to handle incoming chats?”
- “What if we can't respond to a live chat fast enough?”
- “How do I get internal buy-in and adoption?”

## Interrupted flow



“Inbox doesn't have everything we need to handle our current service request process.”

“I don't want to work in Inbox and the PSA, switching slows down our process, I'd rather do everything in 1 place.”



Which of these do you agree with?



# Why Chat is Awesome!

Captain Morgan

# Why Chat is Awesome



## Case Study - RFA

### RFA Quick Facts

- 99 Customers using Thread
- 255 Chats last month

### Chat vs Email

- **Average response time was faster for chat**
  - 3.85 hrs for email vs under 2 min for chat
- **SLA compliance was therefore better for chat**
  - 85.7 % for email vs 99.5% for chat
- **The result? 🤖 Happier customers!**
  - 96.3% positive CSAT scores for chat



**Mike Berry,**  
Service Delivery Manager - RFA





 What differentiates chat from phone and email?



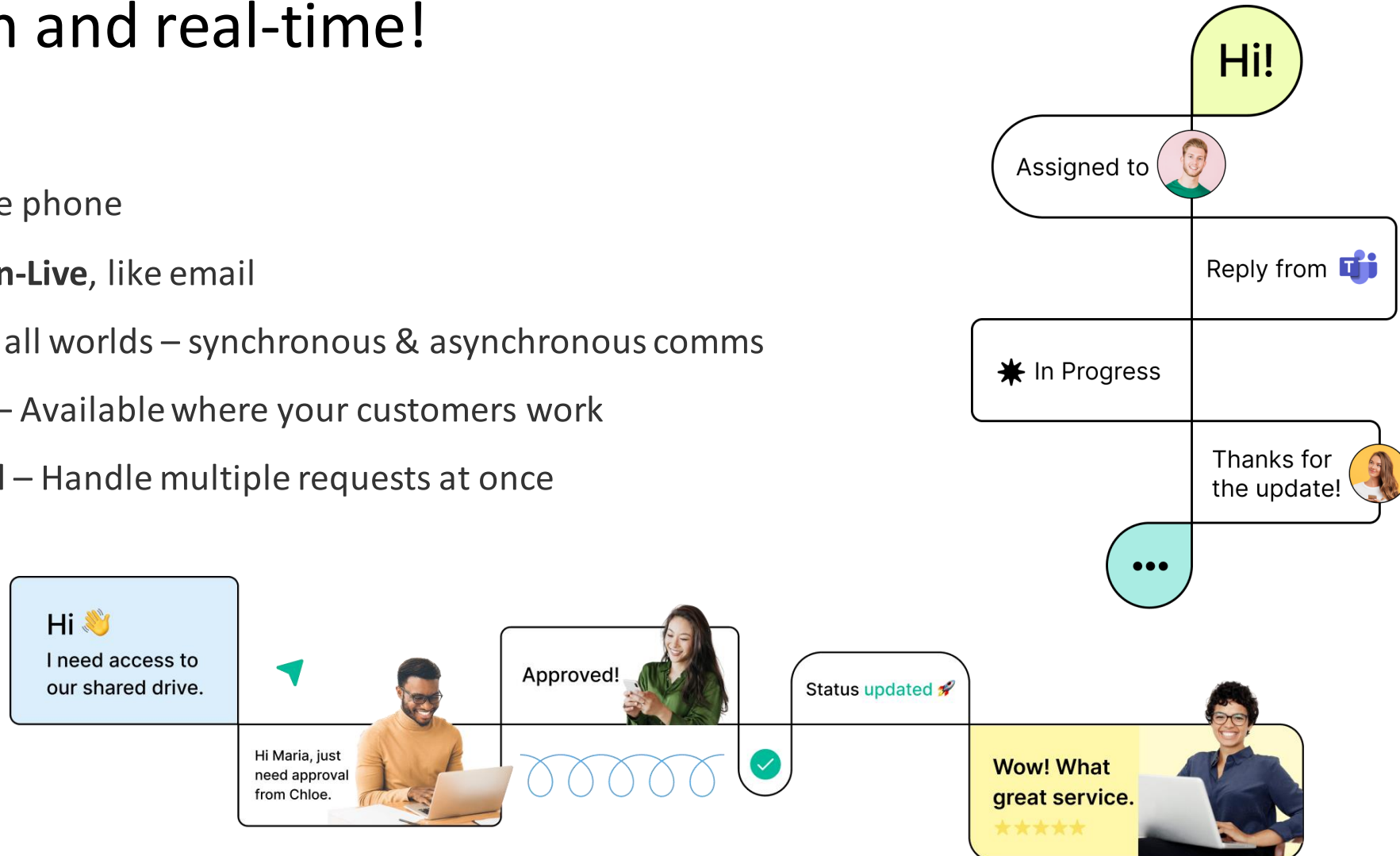
Captain Morgan



# How does chat differ?

## Chat is rich and real-time!

- Can be **Live**, like phone
- Can also be **Non-Live**, like email
- Get the best of all worlds – synchronous & asynchronous comms
- **Multi-channel** – Available where your customers work
- **Multi-threaded** – Handle multiple requests at once





# How does chat differ?

## Not all Chats are Live


### Live Chat

- 5 min response SLO
- Customer Expectation:
  - Quick response, like Phone

### Non-Live Chat

- Asynchronous - Log a request & move on
- Customer Expectation:
  - Slower response, like SMS

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 Live or Non-Live Chat?



# How to handle chat?





Captain Morgan



How do we handle chats?

## Start Small and Scale Up

Thread recommends 

- |  |                                |                                   |
|--|--------------------------------|-----------------------------------|
| 1. <b>Deploy Chat Internally</b><br> <i>Great for internal buy-in</i> | Customer Deployment Training   | <b>Week 2</b><br><i>Next Week</i> |
| 2. <b>Train your Team</b>   | Service Collaboration Training | <b>Week 2</b><br><i>Next Week</i> |
| 3. <b>Deploy to 5</b> trusted customers  | Pilot Deployment               | <b>Week 3</b>                     |
| 4. <b>Deploy to next 5</b> customers that will benefit most  | Pilot Deployment               | <b>Week 4</b>                     |
| 5. <b>Deploy to the rest</b> of your managed customers   | Wide Deployment                | <b>Week 5</b>                     |



How do we handle chats?

## How do I structure my team to handle incoming chats

🗣️ Will launching chat create more net new service requests?

- Adding Chat does not increase ticket volume.
- Chats tend to displace phone calls.

🗣️ Will I have to hire or dedicate team members to handle chat?

- **No** - in the pilot phase, you will not generate enough chats to justify hiring or dedicating resources to chat.
- Don't design the best end state today – design the best pilot state.
- Most MSPs can continue their existing processes for responding to chat. But some want to change and use Inbox.




# How do we handle chats?

## I Inbox, but don't want to work in two systems

We meet you where you are.

- Thread will fit into your existing service delivery workflows.
- Respond to Chats in your PSA, Teams / Slack or Inbox.
- Customer Experience is the same, no matter where you work

### Thread recommends

- Adopt your existing workflows for chat
- Whoever is responding to email should also respond to chats – but with higher urgency
- Notify first responders of Chats in Teams / Slack, so they can respond quickly
- Your Team will  Inbox – we recommend responding to Chats in Inbox
  - Roll out Inbox when you are ready > It's ok to work out of the PSA during Pilot





How do we handle chats?

## How will Inbox make my team more efficient?

Inbox supercharges ⚡ service collaboration

- Inbox is designed to enable your techs to quickly handle multiple threads at the same time
- We call this **multi-threading** 😁
- 🕒 **Real-time** thread cards will help you quickly identify when a customer is waiting for a reply
- ✂️ **Snippets** will allow you to send quick personalized responses to customers
- 🤖 **Co-Pilot** will generate your Time Entries for you

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✧ Let's make service magic together!