thread

Let's chat about chat! 💬

Stephen Boss

Head of Customer Success

Questions

☐ Visit our knowledge base at docs.getthread.com

💬 Chat with us at help.getthread.com

📅 Check our Calendar to join our Open Q&A sessions

🗣 Book a 1-on-1 at getthread.com/meetings/sboss

Questions

Visit our Cohort Hub

- Scheduling Links

- Cohort Recordings

- Power points

- Tasks & Checklists

📖 docs.getthread.com > Getting Started > Getting Started Cohort Hub

The Plan

Planned Schedule
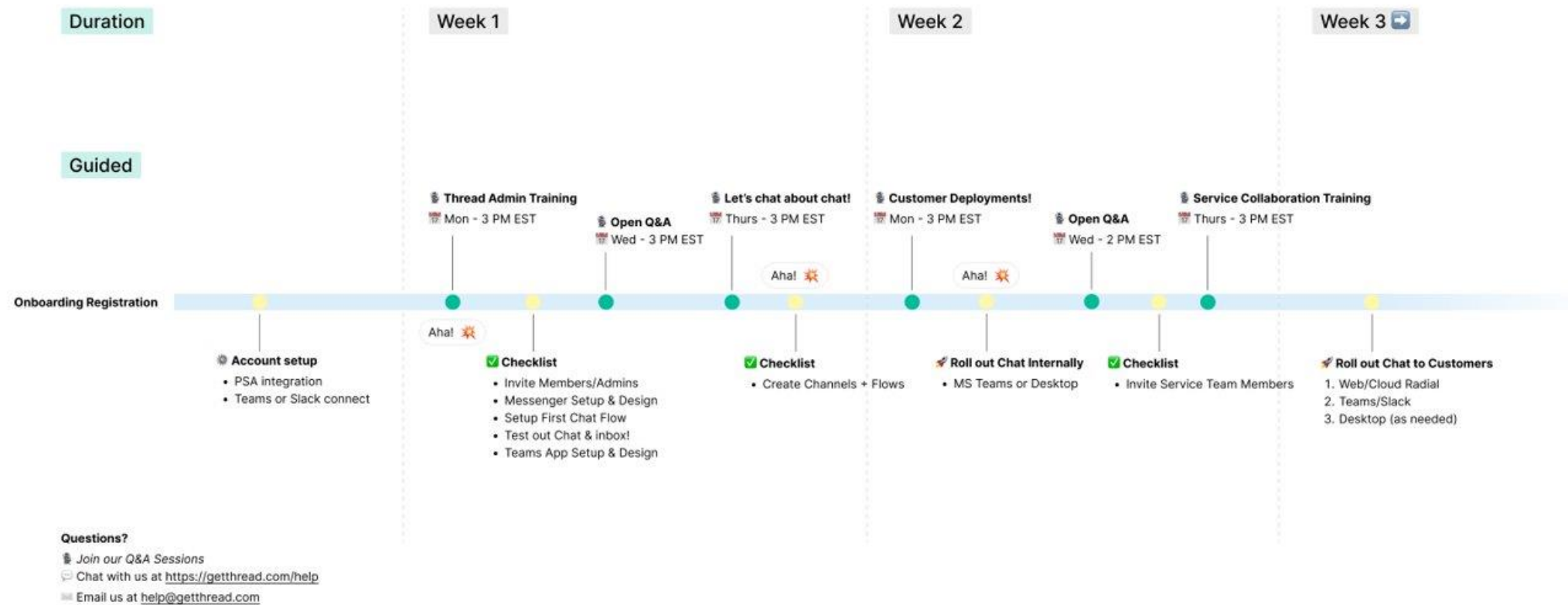
Let's chat about chat

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
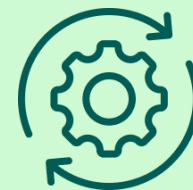
"Will launching chat create more net new service requests?"

- 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

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

10
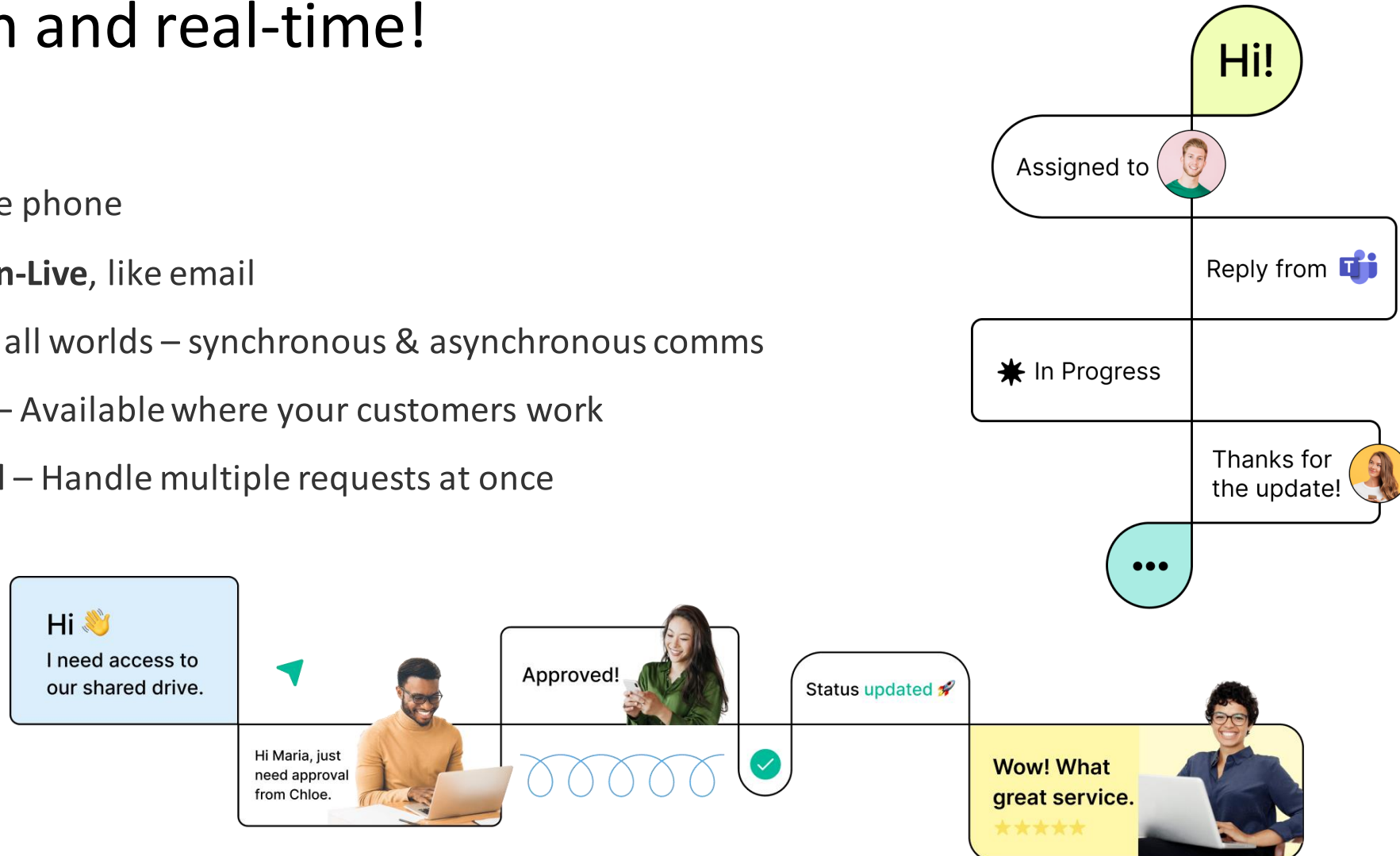
How does chat differ?

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

thread

📊 Live or Non-Live Chat?

How to handle chat?

Captain Morgan

How do we handle chats?

Start Small and Scale Up

Thread recommends ☑

1. **Deploy Chat Internally**   Customer Deployment Training   **Week 2**
   💡 *Great for internal buy-in*   *Next Week*

2. **Train your Team** 🦺   Service Collaboration Training   **Week 2**
                                                                                 Next Week

3. **Deploy to 5** trusted customers   Pilot Deployment   **Week 3**

4. **Deploy to next 5** customers that will benefit   Pilot Deployment   **Week 4**
   most

5. **Deploy to the rest** of your managed customers   Wide Deployment   **Week 5**

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.

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

16

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

thread

✨ Let's make service magic together!