

06/03/2019

THE IMPACT OF PROACTIVE LIVE CHAT ON WEBSITE VISITOR BEHAVIOUR

Charityworks Impact Research #1

Author: Laura Paterson

Email: laura.paterson01@gmail.com

Word Count: 4,490

TABLE OF CONTENTS

Executive Summary	3
Context	4
Methodology	6
Selecting the page for the test	6
Selecting the text for the test	6
Selecting the test group	7
Measuring results	8
Analysis	11
Quantitative results	11
Qualitative results	15
Conclusions	18
Recommendations & considerations of feasibility	19
Implementation plan	21
Key stakeholders	23
Resource implications	23
Bibliography	24
Primary sources	24
Secondary sources	24

EXECUTIVE SUMMARY

The Unicef UK (UUK) Supporter Care Team (SCT) has successfully been operating a live chat tool on the website since 2014, which supporters can use to contact an agent regarding donations or other enquiries. Recently, the SCT has been investigating the potential of live chat as an additional fundraising method, to approach a new digitally enabled audience on the UUK website. This could be done through agent-initiated live chat (in contrast to the previously visitor-initiated live chat) through which agents could engage supporters who may be hesitating before donating, theoretically resolving any doubts they may have and making them more likely to complete their donation.

Agent-initiated (proactive) live chat was trialled on the website for just under 3 months, from 01/12/18 – 22/02/19. Its impact was tracked using two Key Performance Indicators (KPIs) on Google Analytics relating to supporters' donations: likelihood to donate and average order value (AOV). The impact of the proactive live chat was compared to two control groups: visitors who engaged in visitor-initiated (passive) live chat and visitors who did not engage in live chat of any kind. The results of this recent winter 2018/19 test were also compared to the results of a similar proactive live chat test conducted in spring 2018.

The results showed that visitors who engaged in proactive and passive live chat, were significantly more likely to donate on the website in both the spring 2018 and winter 2018/19 tests. Average order value of those who engaged in both types of live chat in the winter 2018/19 test was significantly higher than the no chat control group. However, in the spring 2018 test, AOV was slightly lower for visitors who engaged in proactive chat and significantly lower for those who engaged in passive chat.

Response rates to the proactive chat messages were low (only 3-6%) which meant that the test groups were small, so further testing would have to be taken to ascertain the statistical significance of these results. However, this test brought to light some improvements which could be made to the SCT's use of live chat, such as introducing offline chat as an alternative channel for supporters to contact the team.

Redacted.

Full document available on request.