



#ChannelShiftCamp

WEB CHAT: THE NEW CLICK-
AND-COLLECT?

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Why do Citizens Like Using web Chat?

The group discussed why citizens like to use web chat when interacting with local authorities. We presented some statistics that suggest that some citizen groups have a strong preference for contacting councils via web chat. Various anecdotes were shared from councils that were using web chat and people in the group who had used web chat for contacting their councils and other similar authorities. Everyone then voted on the factors they believed drew customers to web chat as a channel and the results are presented on the next chart.

Voting from #ChannelShiftCamp

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Why do
citizens prefer
to use web
chat?

Reason	Votes
Least cost for them	1
Private, others can not hear	11111
Mobile: can use on bus, train etc	111
Conditioning, training	1111
Lazy searching	111
On web anyway so why not?	11111
Other	