January February March April May June
8.7 6.1 9.5 5.2 11.9 6.8 11.8 6.6 14.4 6.5 16.4 6.5

The Impact of Agents and Bots Working Together

dread contacting customer service because of long hold times.

The average number of distinct messages per ticket sent by chatbots rose by 9% from Q1 (2.32) to Q2 (2.52).
The average number of distinct messages per ticket sent by individual agents dropped by 13% from Q1 (1.41) to Q2 (1.22).

Relatively, messaging saw the second lowest TTFR at 3.38 hours.

Messaging averages the second lowest TTR among all platforms, at 5.73 hours.

Messaging as a Channel: Where Bots and Automation Thrive

Deep Dive: The Power of Messaging + Automation During The Holidays

While response and resolve times are slightly slower for messaging, CSAT is higher because customers aren’t waiting on hold.

Average CSAT by Channel

Average ticket volume during the holiday period was 47% higher than the non-holiday period.

Average CSAT during the holiday period was 0.43% higher than the non-holiday period.

Time to first response during the holiday period was 13% lower than during the non-holiday period.

25% of all holiday issues were handled only by Agents
64% of all holiday issues were handled only by Bots
11% of all holiday issues were handled by Agents + Bots

11% 25% 64%

Download the State of Automation Report to learn more!

What do we mean by automation?

When we talk about automation, we’re referring to the ways Helpshift’s customers use bots. This includes automating workflows, collecting routine information from consumers, suggesting knowledge base articles, classifying issues, routing inquiries and sending automated messages after a given period of time.

Brands Are Using Automation to Satisfy Demands

Here are the results brands have seen with automation: