



Whitepaper  
**Outsourcing**  
Livechat

The **plus** for your company

# Whitepaper Outsourcing **Livechat**

When live chat is chosen, we are faced with the following choice: do we chat ourselves or outsource it to a livechat service provider?

When it comes to outsourcing, there is never a single universal right answer. Every company has to deal with its own unique situation.

This whitepaper discusses what the outsourcing of livechat is like, what the risks are of doing your own chatting and what the advantages and disadvantages of outsourcing are. A financial picture is also outlined when a company decides to chat by itself.

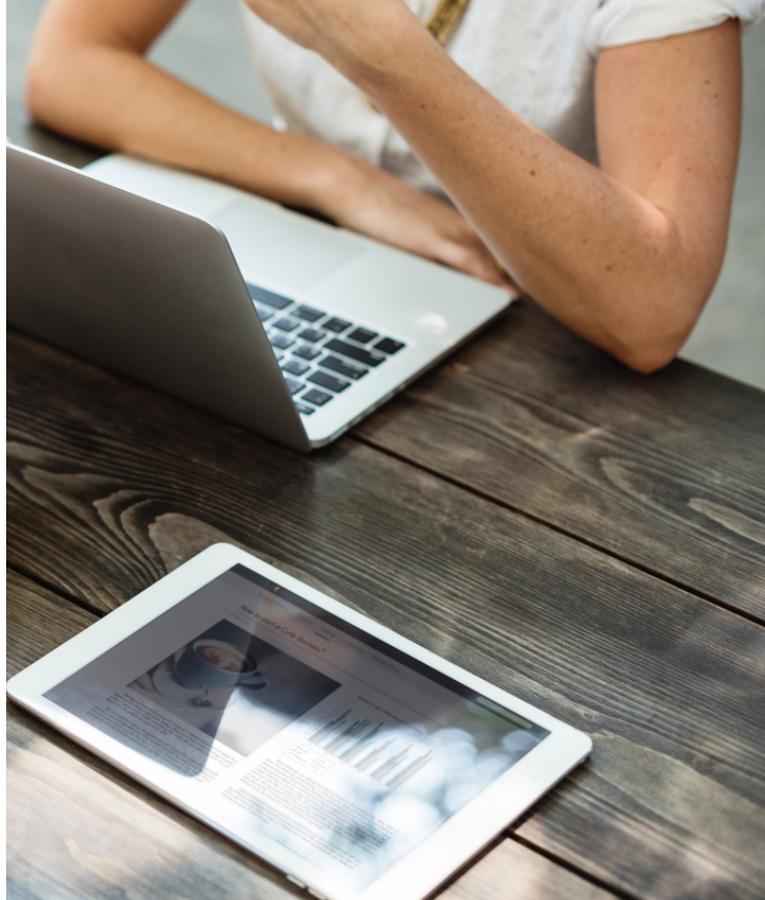


## How can the livechat service provider know the answers to **all** questions?

By outsourcing live chat, your chat is staffed by people outside your company. This is often scary and raises the question: how can the livechat service provider know the answer to all questions? The answer is that the majority of people ask the same questions.

For example, a clinic is almost always asked whether people can get an appointment clinic without referral and at a leasing company about the VAT. Of course, different questions are asked, most of which can be answered on the basis of the extensive FAQ. And so, of course, there are times when it may not be possible to give an answer, but the live chat is served by people who think on their feet and offer help in every way possible.

In addition, the FAQ is a living document to which the new question and corresponding answer can be added immediately.



## Risks of using your **own** chat operators.

Depending on the industry, 2-5 percent of visitors will start a chat. This way, you can make an estimate for yourself of how many chats per day come in.

Companies that allow employees to combine the chat with their own work are often mistaken in the amount of time that chatting consumes. The average chat time is at least 10 minutes. The risk is that both the actual work and the chat will suffer as a result.

Chats can be answered too late. Especially at peak times in the chat, there is a risk that chats cannot be answered because the visitor has left the website.

A company can then choose to hire additional staff. However, new staff is expensive. More about this can be found in the calculation example.





## Outsourcing **advantages**

- + A big advantage that many people underestimate is that the live chat is staffed by professional chat operators. This is trained staff who can quickly switch between many different types of chats, specializing in converting visitors and generating leads.
- + With a livechat service provider, the chat is online from 07:00 – 23:00 weekdays and weekends from 09:00–23:00. If you use your own chat operators, it will be a very difficult task without hiring additional staff.
- + The live chat removes a large part of the incoming telephone and email traffic, which means that the sales department, among other things, has more time to carry out sales activities.
- + Outsourcing is cheaper than using your own chat operators if a company hires extra staff to chat.

# Outsourcing **disadvantages**

- As is always the case with outsourcing, the complete control is not in your hands. Of course you can always make agreements about the way of communicating, but 100% control will not be there.
- When outsourcing livechat, you do not use the expertise of your own employees. Your own employees have more understanding of the company, and the product (s) and/or service (s).
- If there is no need for extra staff and if the work of your employees can be combined with providing the chat service, then chatting with your own employees is cheaper.



# Calculation example of chatting with your own staff.

The benefits of chatting with your own staff are presumed to be that it is cheaper, provided that no additional staff is needed. In order to make the live chat work well, it is important that you respond quickly to the chat. There is a high risk that this will not happen when other work needs to be combined.

Therefore, a calculation example of the costs of a chat operator is given below, depending on the number of hours per week the chat operator is active.

The calculation example assumes a gross monthly salary of €2000, – and factor 1.2 employer charges. The number of hours per week is multiplied by 4.2 to calculate the number of hours per month.

The hourly rate including employer charges was rounded off at €14.29 (2400/168). Thus, by multiplying the number of hours per month by 14.29, the gross monthly salary is calculated.



It should be noted that this calculation does not take into account 24 annual leave days for a full-time employee. In addition, an employee is on average ill at least 6 working days per year. These figures have not been included in the calculation because they differ from one situation to another. It can be concluded that on the basis of 1 FTE (40 hours per week) there are 10 percent additional costs.

## What to do?

There are a number of issues that need to be considered when choosing to outsource or chat with your own employees. If retaining the direction and expertise of your own employees is a priority high on the list, then preference goes in the direction of chatting with own employees.

By looking carefully at the number of website visitors and whether there are peak times at certain times or days. An indication can be made of whether additional chat staff is needed.

Please note that extra staff is a major expense, especially if you choose to be active outside office hours. In addition to the financial factors, also take the other points into account in order to arrive at the most sensible choice for your company.



# About Authors



**Nick Blom, CEO**

Nick Blom is the founder and owner of LiveChat Service. By his active approach he ensures that every customer can make use of optimal chat immediately. As a result, the customer does not have to wait even a moment for the collection of extra leads via the website. For Nick, chat optimization is always number one.



**Sietse Busser, Marketing Manager**

Sietse Busser is Marketing Manager at LiveChat Service. From this position he has a profound focus on written content. With the whitepapers, articles, blogs and as co-author of the book “Livechat: more than just a contact channel”, he tries to make companies and organisations understand the power of livechat as well as possible.

## About LiveChat service

LiveChat Service is an online service provider in the field of live chat. Through trained chat operators, LiveChat Service ensures that they help their customers with new leads and improved service through the website every day. The chat gives visitors the opportunity to ask questions, leave comments and convert. This removes the barrier for chatters to leave their data behind. It works faster, friendlier and easier.

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LiveChat Service  
Westblaak 177  
3012 KJ  
Rotterdam  
0031 (0)172 7005 44  
info@livechatservice.nl

