

What era is your customer service living in?

Use this timeline to understand the pros and cons of communicating with each digital channel

Early 1900s Phone



PROS

- Allows for undivided attention of an agent
- Helpful for in-depth conversations and resolutions

CONS

- Requires long wait times since agents can only have one conversation at a time
- Often involves transfers between agents, forcing customers to repeat themselves

Late 1900s Email



PROS

- Allows customers to go on about their day without having to wait around online for a response
- Provides record of conversation that is easy to review

CONS

- Requires customers to provide all information up front (*not conversational*)
- Clunky back and forth communication that can take more steps to resolve

Early 2000s Live Chat



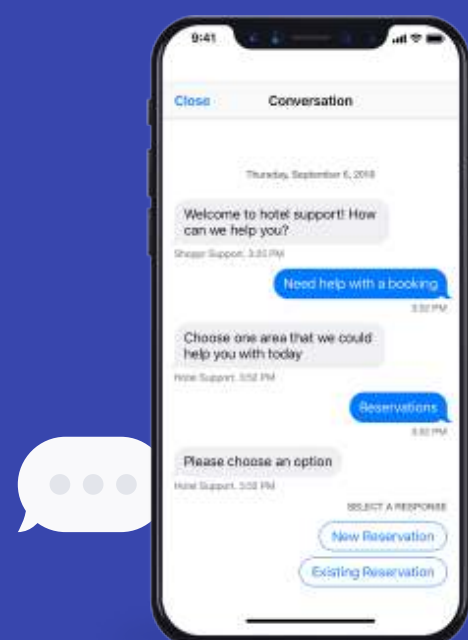
PROS

- Features a friendly and familiar interface
- Feels conversational and dynamic

CONS

- Can be a poor experience when there are long hold times and transfers
- Difficult to have an ongoing conversation if issue is not resolved in the first session

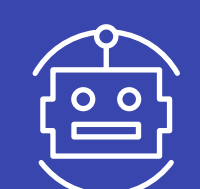
Present Day Messaging



Gives agents time back to work on more issues and consumers time back to go on about their day



Allows for conversation history recall, so there is no need to repeat issues or wait around for a response



Leverage AI and automation for more efficient self-service, routing and resolution

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