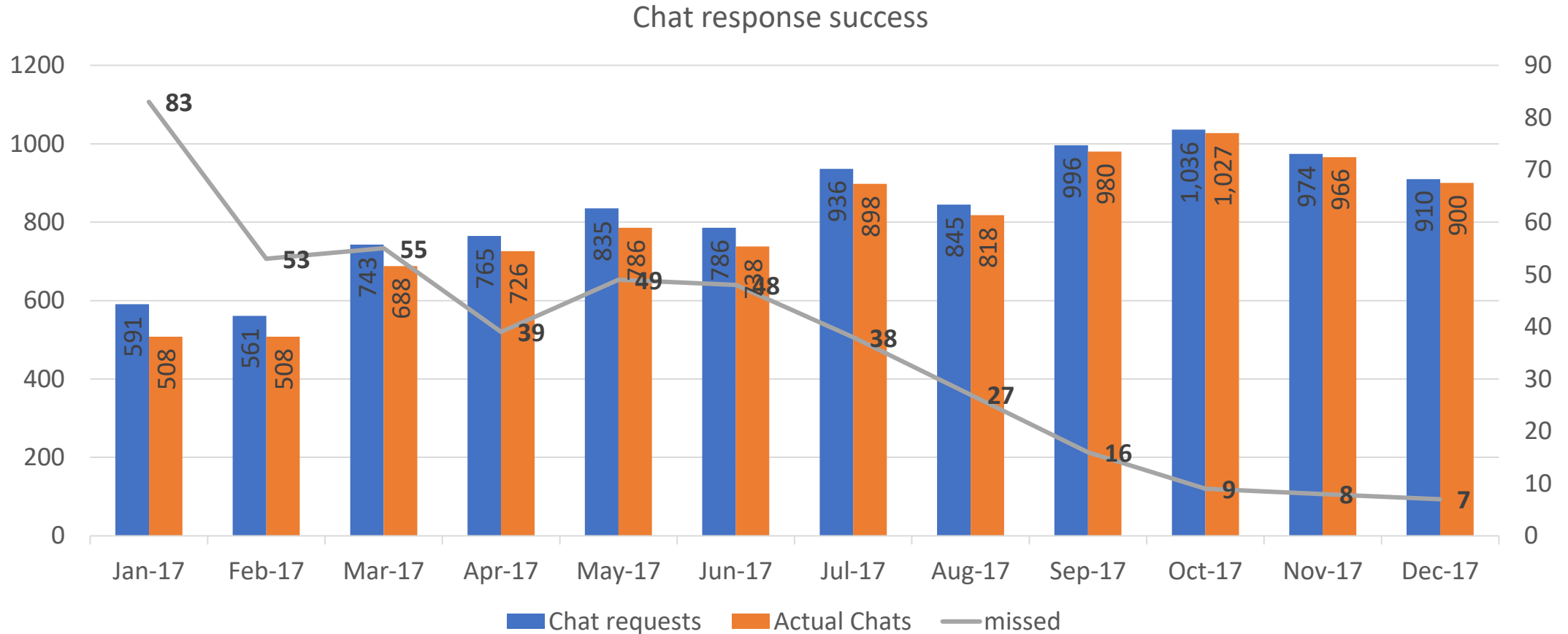


Chat Now Stats full year 2017 (adjusted for Training chats)

	Chat Requests	Actual Chats	missed	Average Chat Times	Positive	Negative	% Positive	% negative	Daily average Chats
Jan-17	591	508	83	13:59	108	25	21%	5%	18.42
Feb-17	561	508	53	15:00	125	19	25%	4%	19.65
Mar-17	743	688	55	15:51	179	28	26%	4%	26.31
Apr-17	765	726	39	13:35	199	28	27%	4%	28.38
May-17	835	786	49	14:49	228	31	29%	4%	31.19
Jun-17	786	738	48	13:34	185	26	25%	4%	28.81
Jul-17	936	898	38	13:56	232	26	26%	3%	34.81
Aug-17	845	818	27	15:10	225	30	28%	4%	32.73
Sep-17	996	980	16	15:01	251	30	26%	3%	39.54
Oct-17	1,036	1,027	9	14:20	281	27	27%	3%	40.69
Nov-17	974	966	8	14:55	253	37	26%	4%	32.19
Dec-17	910	900	10	14:06	241	21	27%	2%	31.34

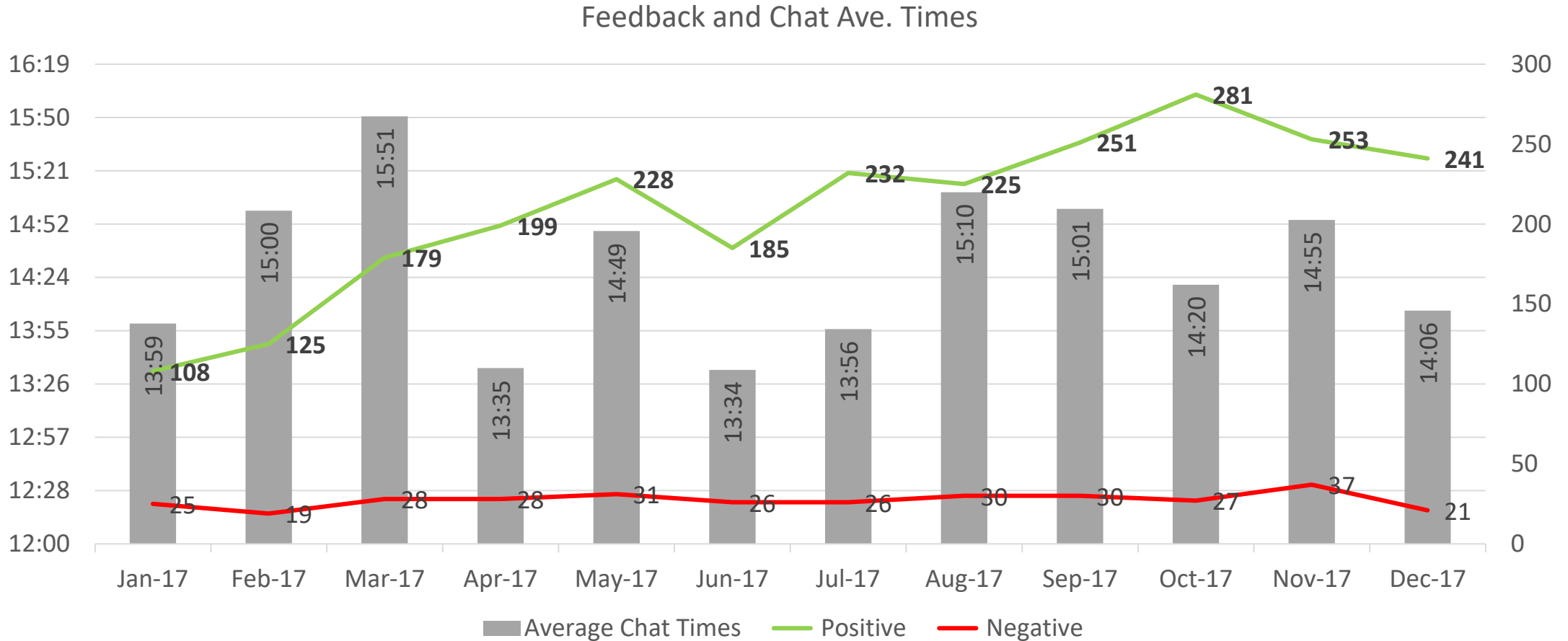
Chat Now Stats full year 2017 (adjusted for Training chats)

First chart shows the number of Chat candidates ('Chat Requests') and the number of Chats responded to ('Actual Chats'), then overlaid, a line showing the actual number of the missed Chats ('Missed')



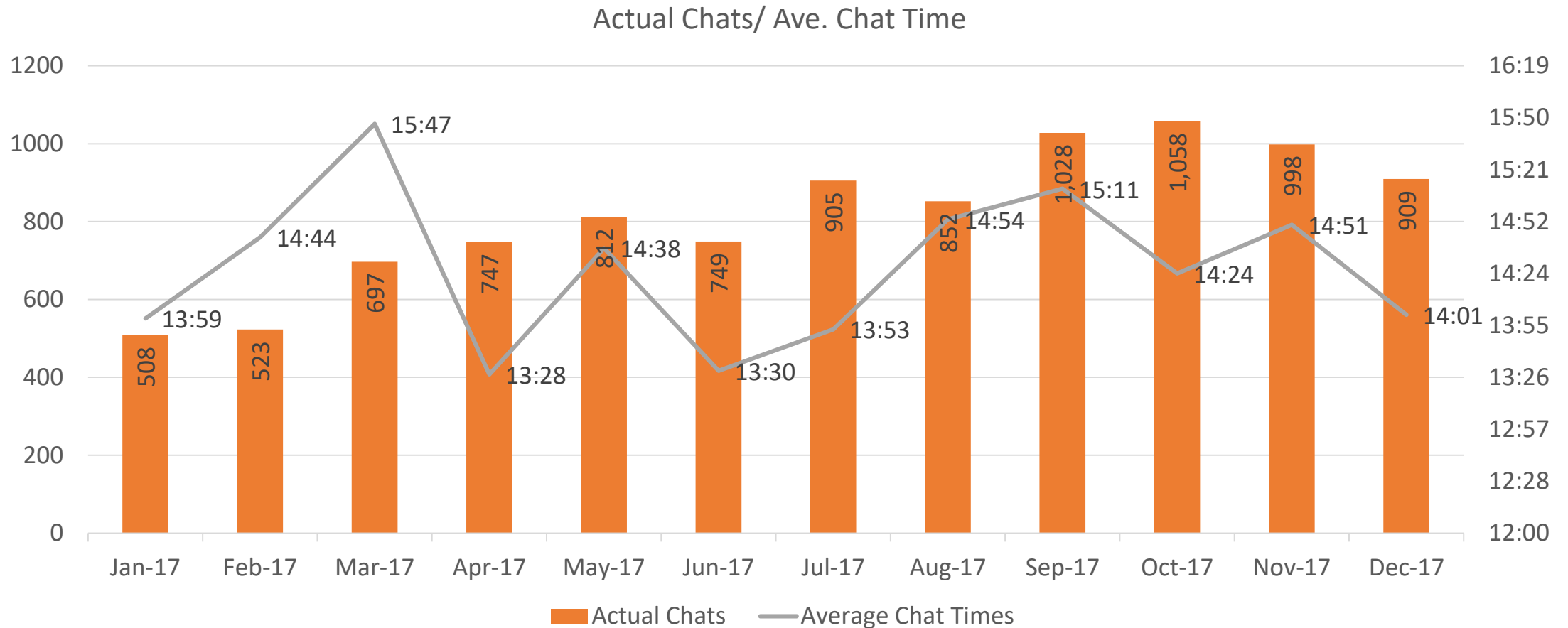
The data shows a steady increase in Chats incoming – dipping after a peak in October, as well as a steady decline in the Missed Chats which indicates responders are becoming better at picking up chats when visitors initiate them. The 'missed' line is flattening to the end of the year which suggests that we are reaching maximum efficiency with the number of responders active – this line may change when new responders start and/ or there is an increase in the number of responders

Second chart shows Two lines, one Green ('Positive') and one Red ('negative') for the feedbacks received, overlaid with a bar chart showing the Average Chat times for that Month



The data shows us that there is a relatively static number of visitors who will always score 'negative' because that ('negative') line stays at +-25-30 throughout the year. The visitors who score 'Positive' is increasing/ following the Ave Chat times trend. The chat duration seems to play little or no bearing on how people score their experience.

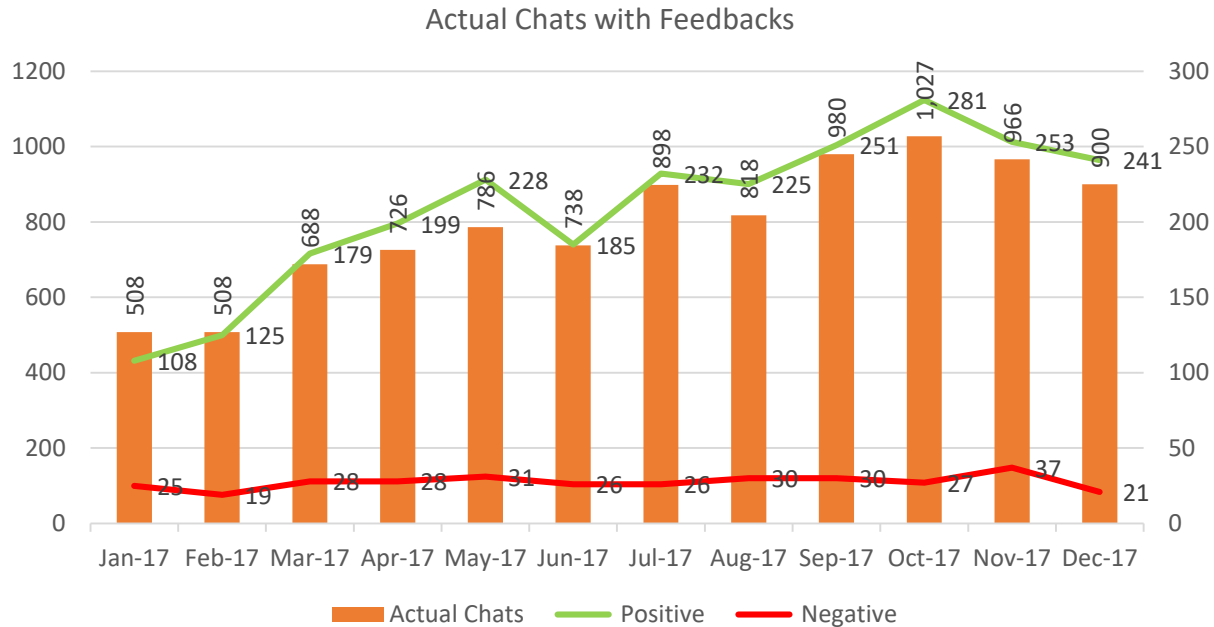
Third chart shows Actual Chats by month overlaid with a line of Average chat times



What we can see here is that (except for a high mark in March) chat time increases slightly as Actual chat numbers increase – possibly as a result of the process maturing and responders becoming more skilled. There are many factors that influence chat times and most of these are outside the influence of the responder so *no firm conclusions should be drawn from variance in data.*

1

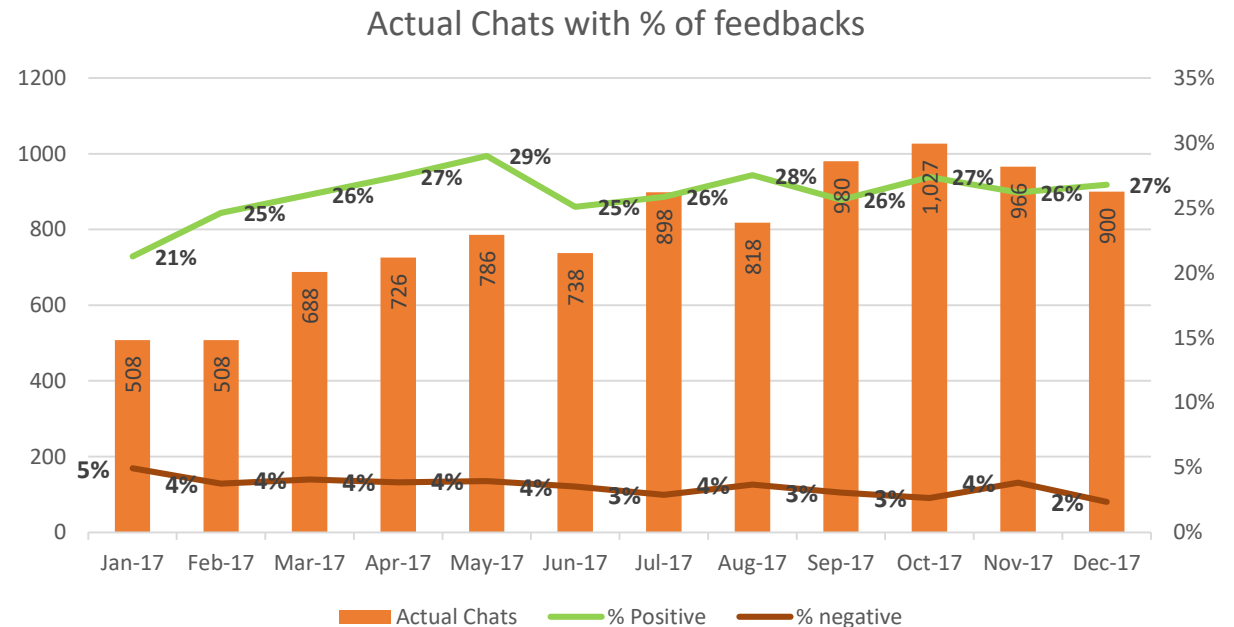
An additional chart – Positive (Green) and Negative (Red) feedbacks overlaid onto the number of Actual chats responded to



Interesting here is the near perfect correlation between the Actual Chats numbers and Positive Feedbacks

2

But now look below at the chart that presents the results as a percentage of the Actual Chats



The % positive line increases steadily until half way through the year and flattens towards year end

This final chart shows the Average number of Actual Chats, by month

Daily Average Chats

