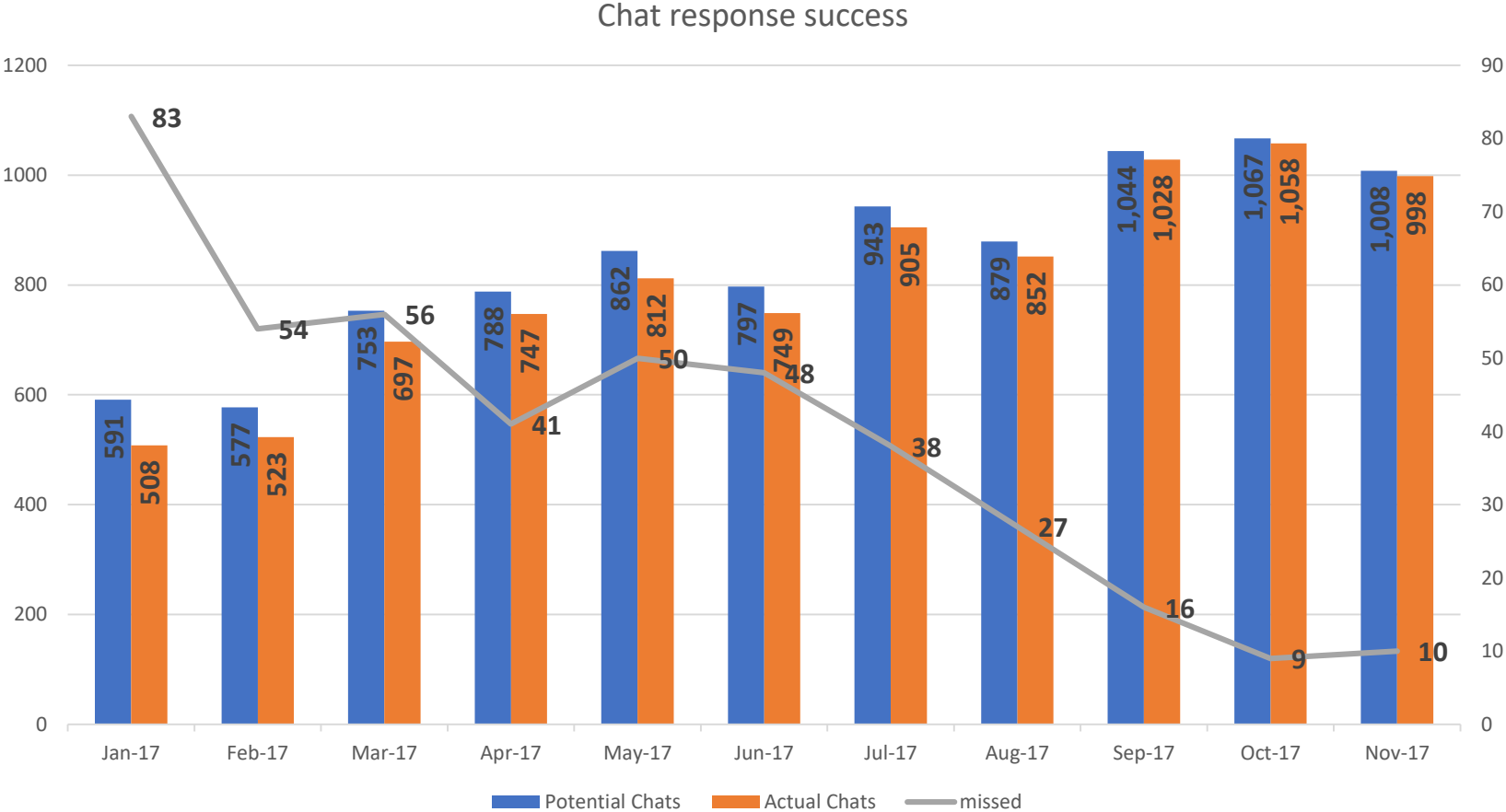


## Chat Now Stats Year to date 1<sup>st</sup> December 2017

	Potential Chats	Actual Chats	missed	Average Chat Times	Positive	Negative	% Positive	% negative
Jan-17	591	508	83	13:59	108	25	21%	5%
Feb-17	577	523	54	14:44	129	20	21%	5%
Mar-17	753	697	56	15:47	181	28	15%	4%
Apr-17	788	747	41	13:28	199	28	14%	3%
May-17	862	812	50	14:38	231	31	13%	3%
Jun-17	797	749	48	13:30	185	26	14%	3%
Jul-17	943	905	38	13:53	233	26	12%	3%
Aug-17	879	852	27	14:54	227	30	13%	3%
Sep-17	1,044	1,028	16	15:11	253	30	11%	2%
Oct-17	1,067	1,058	9	14:24	287	27	10%	2%
Nov-17	1,008	998	10	14:51	262	37	11%	3%

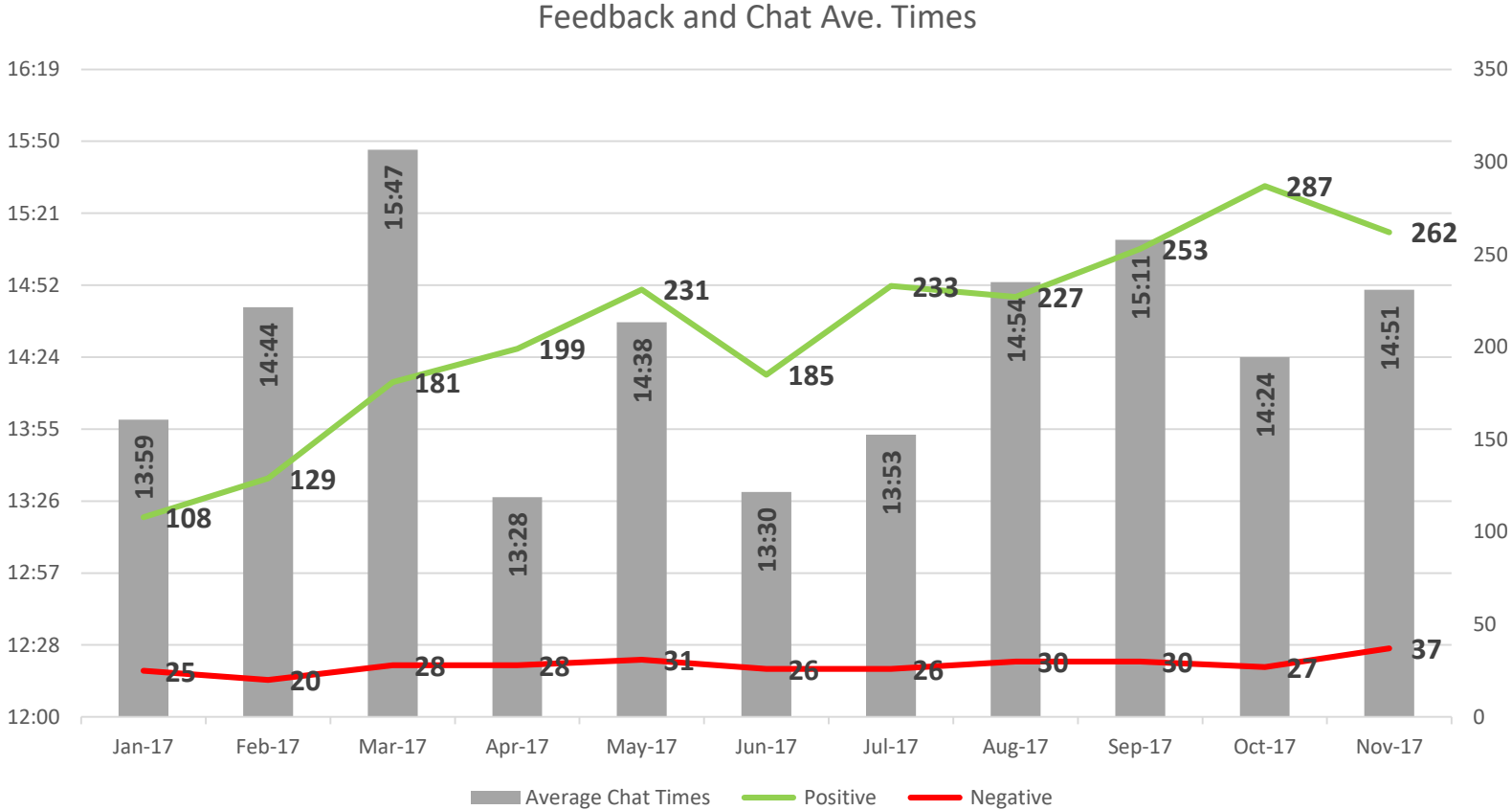
# Chat Now Stats Year to date 1<sup>st</sup> December 2017

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



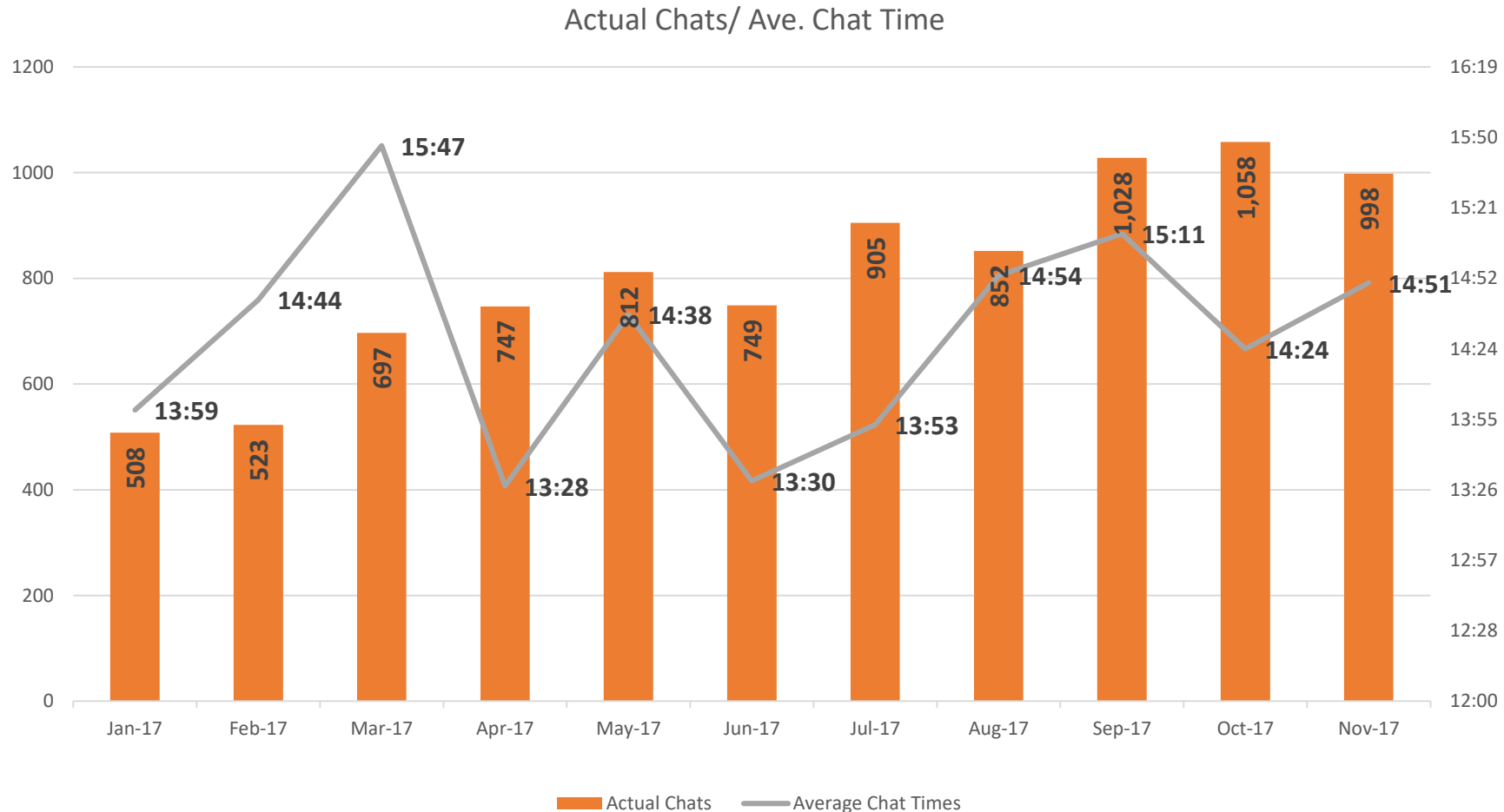
The data shows a steady increase in Chats incoming – which means more people are choosing to use the Chat function when they land on the pages, as well as a steady decline in the Missed Chats which means responders are becoming better at picking up chats when visitors initiate them

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 static number of visitors who will always score 'negative' because that ('Negative') line stays at +- 30 throughout the year so far - because the visitors who score 'Positive' is increasing. 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

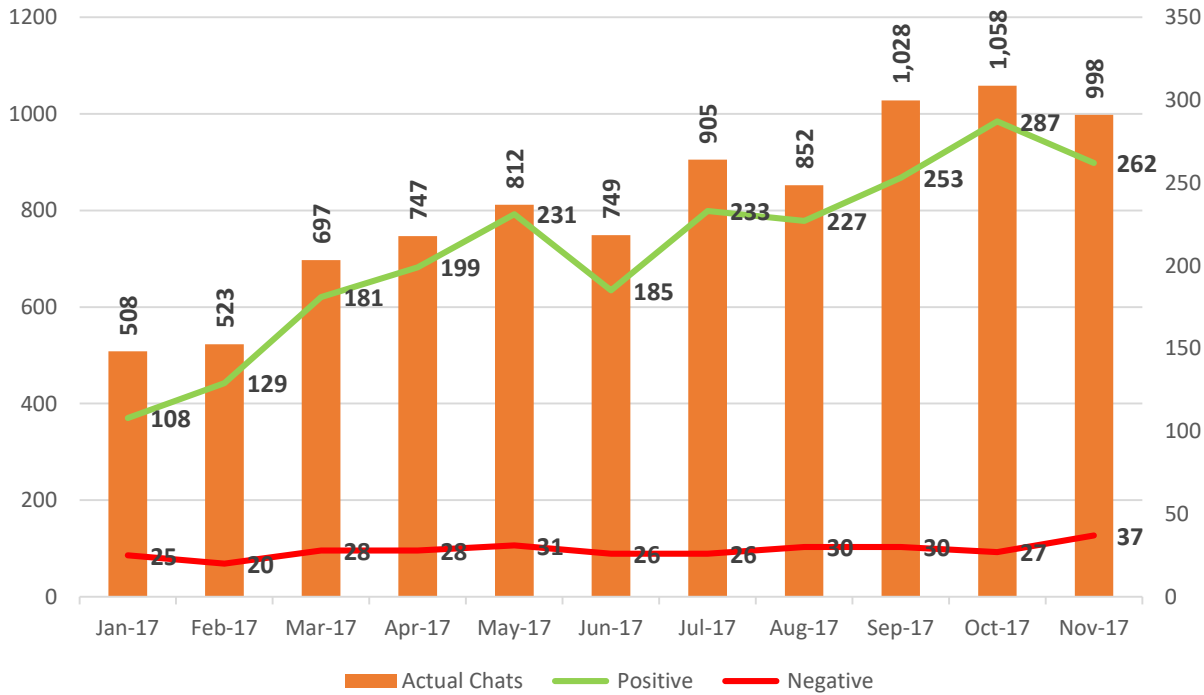


What we can deduce here is that (except for a high mark in March) chat time increases slightly as Actual chat numbers increase – possibly as a result of the process maturing and responders becoming more adept at keeping candidates online and engaged.

1

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

Actual Chats with Feedbacks

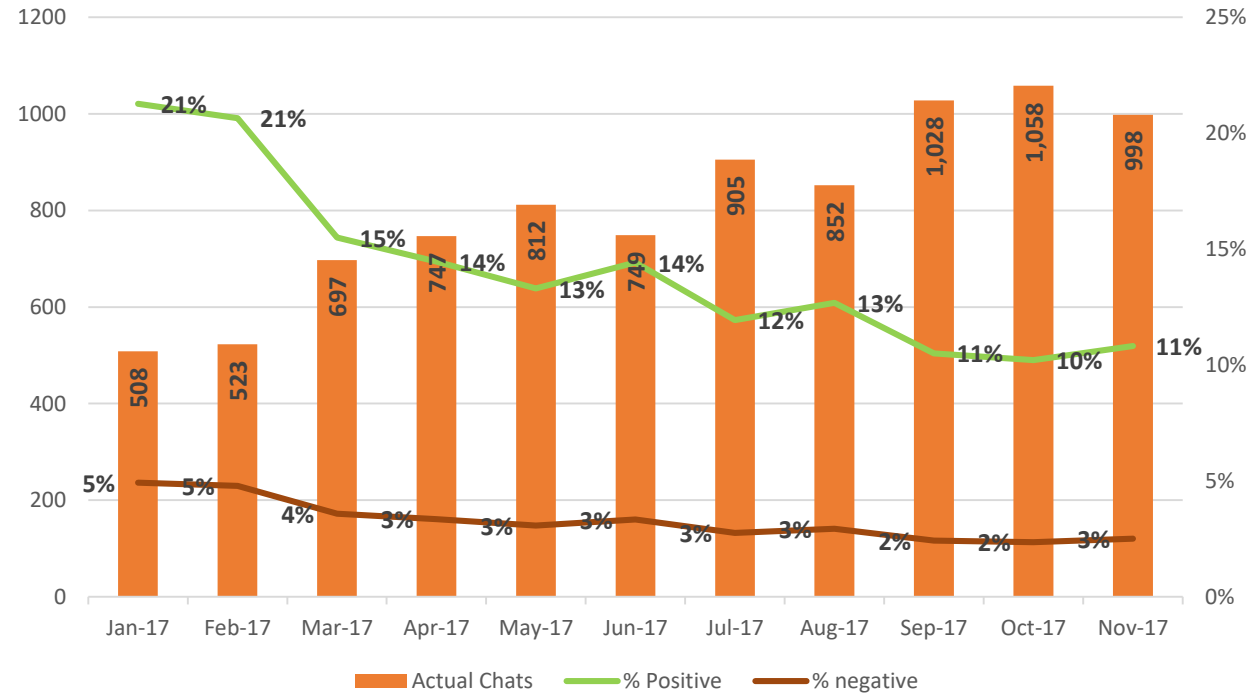


Interesting here is the near perfect correlation between the Actual Chats numbers and Positive Feedbacks

2

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

Actual Chats with % of feedbacks



– you will see that the % of positive is declining in line almost exactly as the number of chats increases.