Companies are Abandoning Live Chat

When live chat first came out, customer service organizations initially thought it would greatly improve service levels. They soon realized this was not the reality. Live chat has shown its limitations and tech leaders are moving away from it to provide top-level, personalized service to customers.

The limitations of live chat are amplified when applied to HR - a function where personalization, experience, and precision are so critical. HR teams looking to provide highly efficient and hyper-personalized services to employees are often hindered when live chat is introduced as a communication channel because it's simply not the right tool to manage employee requests, questions, and needs.

Live Chat Doesn't Work for HR

HR organizations looking to achieve productivity gains with HR service delivery technology often choose not to implement live chat as a communication channel between HR and employees. It ultimately leads to lower employee satisfaction, reduced HR productivity, and increased costs.

▶ **Poor Employee Experience:**

Burden of Immediate Response: When an employee opens a live chat window, they expect an experience similar to an instant message. They expect a real time conversation - from an immediate initial response to a quick resolution for their question. If an HR representative does not respond to a chat immediately, it is a frustrating user experience.

Burden of Immediate Resolution: In addition to instant responses, employees also expect instant answers. This is not always possible for HR requests. HR representatives often need to research or collaborate with colleagues to resolve a request. This means employees may be inefficiently waiting for a response via live chat - and will likely be frustrated.

▶ **Reduced HR Productivity:**

Inability to Prioritize Work: Due to the burden of immediate response, an HR representative is required to maintain an interaction with the employee, when it may be more efficient to complete a task and then come back to the employee with an answer later. Instead of structuring their work in the most efficient way, HR reps are required to continuously chat with employees.

Lack of Self-Service: When a live chat option is always available, employees will default to it - completely bypassing the option for self-service and eliminating case deflection. This reduces the efficiency gains that organizations deploying HR service delivery technology expect to see.

Duplicate Work: HR reps have to ask for and manually input important information that employees would have put into a form if they had used self-service. In addition to the unnecessary time and effort for manual data entry, this also increases the possibility of data errors.

Scalability Concerns: In order to manage employee expectations and the burden of immediate response, you will need to have a large number of HR reps available at any time for incoming chats. Organizations in a shared services model will have difficulty realizing the operational and financial benefits expected with an HR Shared Service Center because greater Tier 1 support across time zones is required.

Reporting Difficulties: Live chat introduces complications to data and reporting, making it significantly more difficult to optimize operations. It becomes challenging to measure things like the types of requests employees have and raises questions about how to measure KPIs like SLA performance.

▶ **Security & Privacy Risks:**

Data Privacy Concerns: HR conversations often contain sensitive information and should remain secure. Live chat risks popping open a window with sensitive information while the HR representative may not be in a secure area.

Increased Exposure to Errors: HR users with multiple chat windows open run the risk of responding with potentially sensitive information to the wrong employee.
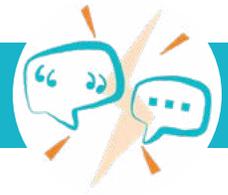
It's clear that live chat creates more problems than it solves - it decreases efficiencies, increases costs and inhibits your ability to deliver a consumer-grade experience to employees. That's why at PeopleDoc by Ultimate Software we've chosen to take a conversational care approach - one that is faster, scalable, and more secure than chat.

Conversational Care Defined

Conversational Care is based on the modern way we communicate. Like text messaging, it is a single channel for threading together conversations between employees and HR representatives. Because the user experience is similar to messaging applications we use today, like WhatsApp or iMessage, it's intuitive and easy to adopt. Instead of a faceless interaction, the human helping the employee really comes through the software.

▶ HR reps can prioritize work in the **most efficient way**, without having to immediately respond to incoming messages.

▶ Employees don't have to wait in an open chat for answers - they can **go about their day** and jump back into the conversation after they receive a notification from HR.

▶ Employees are provided with a **single channel** for all communication with HR for both real-time conversations and those that spread across hours and different devices.

▶ **Deflect cases** with an experience that guides employees through the self-service they desire for basic tasks, while HR focuses on more complicated requests.

▶ Deliver hyper-personalized care for **improved employee experience**.

PeopleDoc's Vision for Employee Conversations

At PeopleDoc, we are transforming our platform to communicate with our users in a **natural**, **secure** and **flexible** setting where they know they are receiving top-level support. We believe that conversations, not transactions, are fundamental to building relationships with HR.

Innovation is in our DNA. Earlier this year we announced the launch of PeopleDoc Next, our new innovation lab dedicated to driving continuous innovation. The innovation lab's early projects will focus on incorporating machine learning and artificial intelligence into our platform as we shift to becoming a smarter platform - providing proactive employee care.

A few examples of what this could look like include displaying relevant articles to HR users based on the current request they are dealing with or categorizing generic employee requests automatically to the correct category.

PeopleDoc by Ultimate Software

PeopleDoc by Ultimate Software is committed to putting people first. The PeopleDoc HR Service Delivery platform helps HR teams upgrade the employee experience, improve HR agility, and ease compliance management.

PeopleDoc's cloud solutions provide employee case management, knowledgebase, process automation, employee file management, and eVault capabilities. PeopleDoc is part of Ultimate Software, a leading global provider of cloud-based human capital management solutions serving thousands of customers worldwide.

More information about PeopleDoc by Ultimate Software is available at www.people-doc.com.