

Snapshot Report — Live Chat Channel

REF: EL-SNP-2026-014 · SAMPLE

CLIENT

Bramblewick & Co.

CHANNEL

Live chat

INTERACTIONS

10

TEST WINDOW

11–15 May 2026

CHANNEL VERDICT

71 / 100

Channel score (out of 100)

7 / 10

Resolution rate

38 sec

Avg. first response

9m 40s

Avg. resolution time

Bramblewick's live chat greets customers quickly and agents are consistently polite. However, resolution is slow once a query leaves the script: three of ten test journeys required the tester to repeat information after an internal transfer, and one journey ended without resolution. The channel is fundamentally healthy but is losing customers in the middle of the conversation, not at the start.

SCORES BY DIMENSION

Dimension	Score /10	Status	Note
Speed of first response	9	Pass	Median 38s — excellent
Tone & empathy	8	Pass	Warm, personal, no canned feel
Accuracy of information	7	Attention	2 incorrect returns-policy answers
Ownership & follow-through	5	Attention	Transfers lose context
Resolution & closure	5	Attention	1 journey unresolved; slow closes

TEST JOURNEYS RUN

#	Scenario	Outcome	Time
01	Damaged item on arrival — replacement request	Pass	6m 10s
02	Order status query (in transit)	Pass	3m 05s
03	Returns policy for sale items	Attention	8m 44s
04	Complex: partial refund on multi-item order	Fail	Unresolved
05	Product question requiring stock check	Pass	5m 20s

Journeys 06–10 are listed in the appendix of the full deliverable. This sample shows the first five.

Snapshot Report — Key Findings

REF: EL-SNP-2026-014 · SAMPLE

TOP FINDINGS (PRIORITISED)

HIGH

Finding 1: Context is lost on internal transfer

In 3 of 10 journeys the conversation was transferred between agents and the tester was asked to re-explain the issue from scratch, including the order number already provided. This added an average of 4 minutes per journey and was the single biggest driver of the slow resolution times.

Recommendation: Enable transcript hand-off in your chat platform and make 'read before you greet' a hard rule for receiving agents.

MEDIUM

Finding 2: Returns policy answered inconsistently

Two agents gave conflicting answers on whether sale items qualify for free returns. One answer contradicted the policy published on your website, which creates complaint and chargeback risk.

Recommendation: Publish a single internal returns matrix and link it in the agent macro library; spot-check weekly.

LOW

Finding 3: Strong openings are not matched by strong closes

Agents open warmly but most conversations ended without confirming the customer was satisfied or summarising what happens next. Journey 04 simply went quiet.

Recommendation: Add a two-line closing macro: summary of action taken + explicit 'is there anything else?'

WHAT WE'D TEST NEXT

A Snapshot deliberately covers one channel at speed. Based on these results we would prioritise a Deep Audit covering live chat plus email and WhatsApp, with extended scenarios on refunds and transfers — the two areas where this channel showed strain.

ABOUT THIS REPORT

All testing was performed anonymously by Elevating's UK-based human testing panel between the dates shown. Scores use Elevating's standard 10-point framework, consistent across all clients and channels. Findings describe processes and systems, never individual agents.