



The Chat Suggest Guide

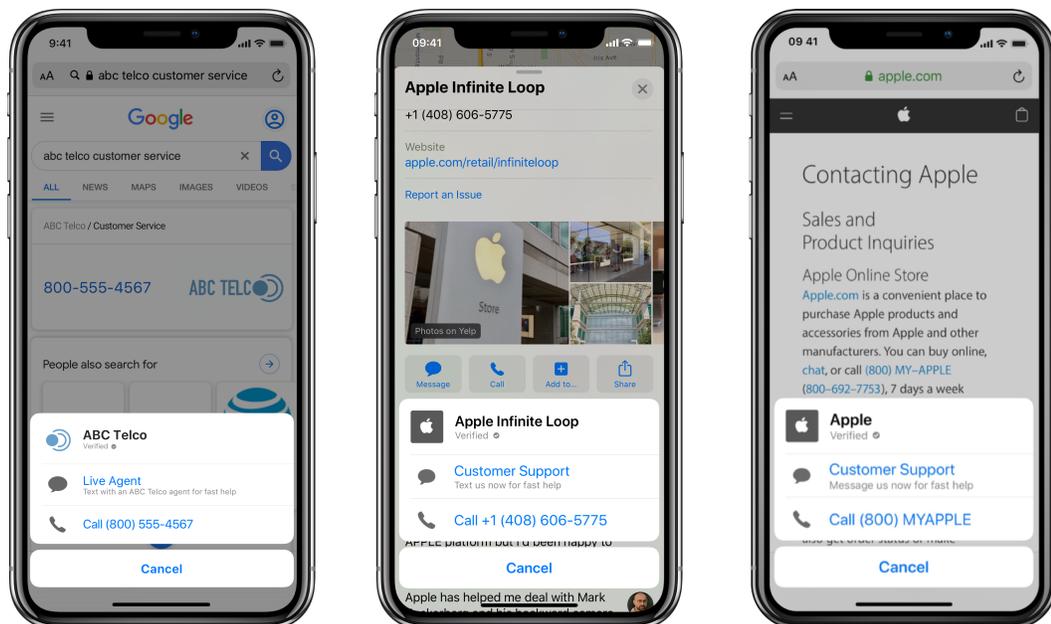
A Best Practices Guide to Getting the Most from Chat Suggest

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Overview

With iOS 13 Apple introduced a new way for your customers to contact you, Chat Suggest for iPhone. When your customers tap on any of your registered business phone numbers, a phone sheet appears allowing your customers to choose between voice and messaging. This feature allows your customers to contact you through Apple Business Chat in the Messages app.

Brands can reduce phone call volume by offering Chat Suggest instead. Given that messaging offers a better agent to customer concurrency ratio compared with either voice or live chat, brands can potentially reduce their contact center operational costs by launching Chat Suggest.



Screenshots of an iPhone with with Chat Suggest triggered from search (left), Apple Maps (middle), and a website (right)

Benefits & Getting Started

Customers prefer this more powerful and convenient communications channel.

By enabling Chat Suggest, you can:

- Deflect calls before they reach your IVR queue
- Reduce voice support costs by shifting call volume to messaging
- Improve agent concurrency with messaging
- Increase customer satisfaction by reducing wait times and getting cut-off in mid-conversation on phone lines
- Better customer experience with built-in features, such as Apple Pay, list pickers, time pickers, and Augmented Reality

Get Started Today!

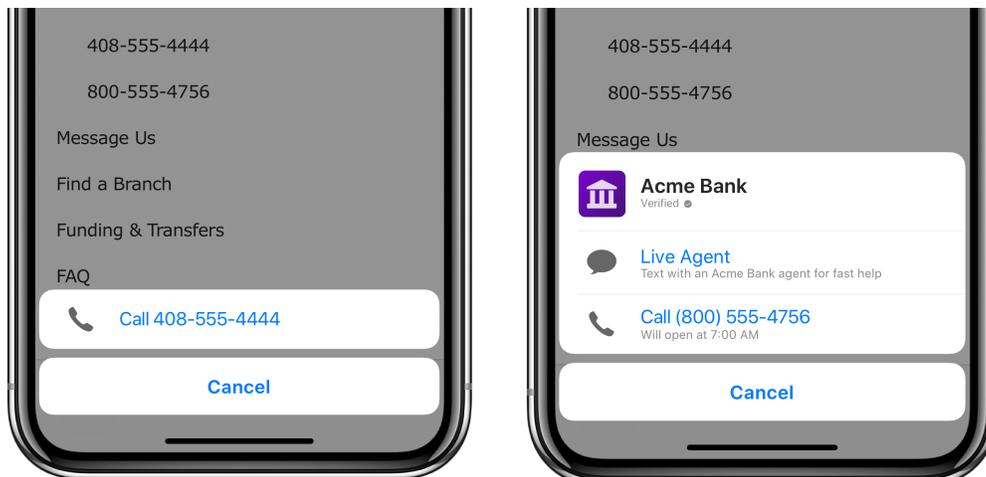
Send an email to the [Business Chat Team](#) with the following information and Apple can set up the numbers for you.

- Provide all of your primary and high call volume phone numbers.
- Provide phone contact hours
- Provide current call volume for these phone numbers
- Provide intent and body parameters to associate with each phone number.

Intent, group, and body values define a customer's intent so you can quickly direct them to the appropriate group within your support organization. For more information, see [About Intent, Group, and Body Values](#).

- Provide how many agents you have to support customers over Business Chat.
- Provide an estimate of how many customers each of your agents can support per day. This can be increased or decreased depending on operational capacity.

After enabling Chat Suggest, you can notify the [Business Chat Team](#) to increase or reduce your incoming customer volume.



Screenshots of an iPhone with no Chat Suggest (left) and with Chat Suggest (right)

Measuring & Maximizing

Measuring Volume

The effectiveness of the Business Chat channel is assessed by measuring the conversion from voice to chat, by tracking overall reduction in call volume, increased customer satisfaction and NPS scores, and reduction in operational costs.

Best Practices

To accurately measure the conversion from voice to messaging from Chat Suggest, you can calculate the conversion rate by measuring the phone call volume before and after enabling Chat Suggest. For example, the call volume on a phone number prior to Chat Suggest was 350 per day. After Chat Suggest, the message volume from Chat Suggest is 70 per day and the call volume decreased by same amount. Based on this information you can calculate that 20% of calls convert to messaging.

For a more detailed approach, track Chat Suggest performance on brand properties as described below.

Capture taps on all pages where the registered phone number appears. Measure the number of taps on the registered phone number on the page from where the tap originated on your website and iOS app, if applicable.

Measure taps from iOS 13 and later. Make sure you are capturing the taps on the registered phone number by iOS 13+ users only. Chat Suggest is enabled for iOS 13 and later.

Measure Chat Suggest volume. Track the intent ID for all incoming messages to measure the volume of messages from Chat Suggest. When a customer chooses the Business Chat option on the Chat Suggest UI, the message delivers the intent ID value in the header.

Model your call volume. Customers tend to rely on search engines to quickly find a phone number. Chat Suggest volume from search engine results should also be considered in calculating the conversions. Plan to apply the conversion rate from web analytics to overall call to messaging volume.

Determine your conversion rate. You can find the conversation rate by taking the total number of taps on a phone number and divide it by the number of Chat Suggest messages received from that same phone number.

The following conditions may affect your conversion rate:

Additional iOS entry points to Business Chat. Track other brand-enabled entry points, such as Apple Maps, Siri, or business card, separately for measuring conversion rates.

Other Chat Suggest entry points. Consider incoming volume from other sources, such as phone taps on search engine results and other social media sites, when calculating the conversion rate.

Business Chat button on the website. If brands place the Business Chat button on the website or app, it contributes to an increase in overall volume of Business Chat messages. However, this may decrease the conversation rate, if the Chat Suggest registered phone number is also on the same page.

Maximizing Chat Suggest

To reduce phone support costs, you should try to maximize message volume by deflecting voice calls. Based on the observations Apple has made since launching the Chat Suggest feature, we recommend the following best practices to maximize volume from Chat Suggest.

Register all primary numbers. For higher deflection to messaging, register phone numbers with high call volume for Chat Suggest.

Make sure the registered phone numbers are easily tappable on your web sites and apps. Use the E.164 format for registered phone numbers to trigger the Chat Suggest UI in iOS. Images or text-formatted phone numbers are not tappable. For more information on how to create tappable telephone links, see [Phone Links](#).

Ensure high visibility to maximize volume. Provide Apple with your capacity for daily traffic so Apple can set the appropriate visibility for phone numbers. Setting the proper visibility ensures that all brand iOS customers have access to the feature which results in higher deflection and reduced call volume.

Setup automated message for off hours. Because Business Chat is asynchronous, customers can message brands at any time including off hours when live agents aren't available. For brands not leveraging automation to assist customers during off hours, Apple recommends that you provide an automated response to inform customers that live agents can address their inquiry when they return.

Appropriate call-to-action message set by Apple to meet capacity. Assuming customers always have access to a live agent, Apple sets your call-to-action messages so that customers understand that they can get help quickly from a live agent. You have the option to change it to meet your business needs. Contact the [Business Chat Team](#) to update your call-to-action text.

FAQs

Which devices display the Chat Suggest phone sheet?

iPhone with iOS 13 or greater.

When will my customers see the Chat Suggest phone sheet?

When you provide us with your business phone numbers and any custom configuration settings for the phone numbers. Once enabled, your customers see the new Chat Suggest phone sheet when they tap on your registered phone numbers on web pages, in apps, social media, and business directories. For example, the sheet appears if they tap on your number on your website or in an app like Facebook or Yelp.

How quickly does my inbound message traffic increase?

When Chat Suggest is enabled for your business, inbound messaging contacts slowly increase and inbound phone contacts slowly decrease. If you want to customize the configuration for your business [contact us](#).

What can I customize in Chat Suggest?

You can customize the intent ID, group ID and body parameter for each registered phone number. You can change chat hours and default call-to-action texts. [Contact](#) Apple to make the configuration changes.

Can I track customer entry from Chat Suggest?

Yes, by tracking the intent and group parameters that are received with the message when a customer taps on chat option in Chat Suggest UI. The default value for intent ID is the phone number that was tapped. You can customize the intent parameters by contacting Apple.

Who can I contact to help me limit Chat Suggest visibility to some of my customers?

You can [contact us](#) and we can help you manage your Chat Suggest visibility.

How can brands measure performance of Chat Suggest?

You can follow the best practices described above to learn how to capture all taps of registered phone numbers, model your call volume, and determine your conversion rate.

What causes a lower conversion rate in Chat Suggest performance?

Possible factors affecting the lower performance of Chat Suggest are network latency, negative customer experience, and poorly structured call-to-action text.