

GITEX 2018: FUTURE URBANISM POWERED BY LIVEADMINS

OVERVIEW



3,226

Social Media Posts



375K

Impressions



106K

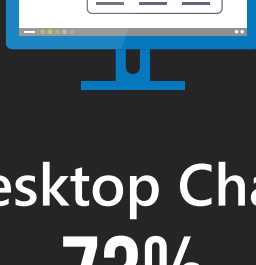
Engagement

Impact on #GITEX2018 20.36%

LIVE CHAT ON GITEX.COM

TOTAL CHATS 6.7%

of Website Traffic



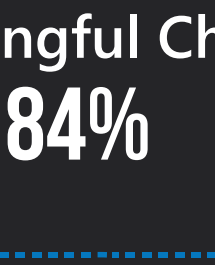
Desktop Chats

73%



Mobile Chats

27%



Meaningful Chats

84%

CHAT EFFICIENCY

First Response Time

25

Seconds

Average Response Time

36

Seconds

Average Desktop Chat Duration

13

Minutes

Thumbs Up

72%

Service Up Time

100%

Average Mobile Chat Duration

08

Minutes

SERVICE QUALITY

2K

Chats Monitored

600

Training Hours

20

Greeters

5

Supervisors

10

QC Agents

CHATS BY COUNTRY

62.8%

United Arab Emirates

8.0%

Saudi Arabia

5.7%

India

2.4%

Pakistan

2.0%

United States

19.2%

Others

TOP INQUIRIES

17.6%

Registration

17.5%

About GITEX

9.5%

Ticket

15.8%

Exhibitor Questions

5.4%

GITEX Shopper

2.7%

Registration Issues

31.5%

Others

TOP REFERRALS

G

3,873

google.ae

G

3,344

google.com

G

439

google.co.in

G

426

google.com.sa

B

198

bing.com

THE LIVE CHAT PEOPLE

Dubai | Chicago
www.LiveAdmins.com