

Financial Impact by Communication Method

- According to two recent studies from IT research firms (*The Gartner Group* and *The Yankee Group*), the average transaction costs per communication method range from:

Channel	Cost Per Transaction
Walk-in	\$9.00
Web Chat	\$7.00-\$7.50
Live Phone Agent	\$4.50-\$5.30
Email	\$2.50-\$3.00
Phone Self-Service	\$0.45-\$1.85
Web Self-Service (on-line)	\$0.24-\$0.65