THE CONNECTION · BPO · MULTI-CLIENT LIVE CHAT AND MESSAGING

Live chat handle time cut 30%, from 10:17 to 7:11

The Connection, a U.S. based BPO, runs live chat, SMS, WhatsApp and social media for many clients from one Palera workspace. With the whole conversation on screen, its agents answer faster and handle more chats every hour.

−30%
live chat handle time, 10:17 to 7:11

+43%
chats per agent hour, 5.8 to 8.4

$41 to $58
revenue per agent hour, at an example $7 a chat

THE CHALLENGE

What was in the way

- Legacy contact center platforms could not show many clients and many messaging channels in one clean view.
- Agents replied without the customer's prior conversations in front of them, so they asked questions the customer had already answered.
- The Connection bills its clients per chat, so every extra minute of handle time came out of margin.

WHAT CHANGED

What Palera changed

- Agents handle many clients and channels at once in one workspace, with routing that balances availability and client expertise.
- Every channel writes to one record, so the agent sees the whole history before replying and nobody asks the customer to repeat anything.
- AI qualifies leads and summarizes each conversation before a live agent picks it up, so nobody starts blind.

RESULTS

The numbers

MEASURE	BEFORE	ON PALERA
Average live chat handle time	10:17	**7:11**
Chats per agent hour, same agents	5.8	**8.4**
Revenue per agent hour, at an example $7 a chat	$41	**$58**

TheConnection, Palera client data, 2026. Chats per hour follow from the handle time result; revenue per hour is that rate at an example $7 a chat. Palera layered onto the existing stack, with no rip and replace.

> “Palera represents a paradigm shift beyond traditional CCaaS platforms. Legacy systems simply cannot compete with how Palera handles multi-client, multi-channel conversations while keeping context intact. Incorporating it into our operations has opened new revenue streams and delivered margins that are unheard of in our industry today.

Fred Weiner
CEO, The Connection