

All About Chat Response Rate (CRR)

OBJECTIVES

How to respond promptly and increase the effectiveness of our Chat Responses to our buyers.

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1. What is Chat Response Rate

Introduction of Chat Response Rate

Chat response rate is the percentage of new chats and offers that a seller responds to buyers within 12 hours of receiving them.

There are two defining criterias to determine the efficiency of sellers response to buyers.

1. Response to Shopee Chat by:

- Accepting or declining an offer
- Sending a chat reply back to the user who has made an offer
- Sending a message back to the user who initiated the chat
- If seller responds to the chat thread AFTER 12 hours, it will NOT be considered as responded

2. Speed of seller respond to chat

- Within 12 hours

2. Benefits of Chat Response Rate

Benefits of Chat Response Rate

1. **Speed Up Buyer decision**

When you are being responsive, buyers can get their answers quickly and speed up their buying decision. Hence, you will get a higher chance of winning over the buyer if replied promptly.

2. **Increase Shop Conversion Rate**

Speedy response provides a better buyer experience and thus, helps to drive conversion and eventually boost your sales.

3. **Reduce Returns and Refunds**

Fast Response also helps to reduce returns and refunds as buyer can get more accurate product information through chat with the seller, therefore reduced the chances of wrong product info.

4. **Increase Chances of Repeated Purchases**

Buyers tend to purchase products from sellers who are providing a tip-top service. It's also easier to retain loyal buyers with high CRR, thus, increase the rate of repeated purchases.

3. How is Chat Response Rate Measured?

How is Chat Response Rate measured?

1. Chats will be calculated based on the average Chat Response Rate of the **last 90 days** of your shop.
2. Higher weightage is given to the **most recent 25%** of chats received in the last 90 days.
3. Chat response rate is calculated when you have received **at least 2 chat threads in the last 90 day**.
4. Response is only counted when you reply **within 12 hours** of the message being sent.
5. Chat response rate is updated on a daily basis.

Seller Tips!

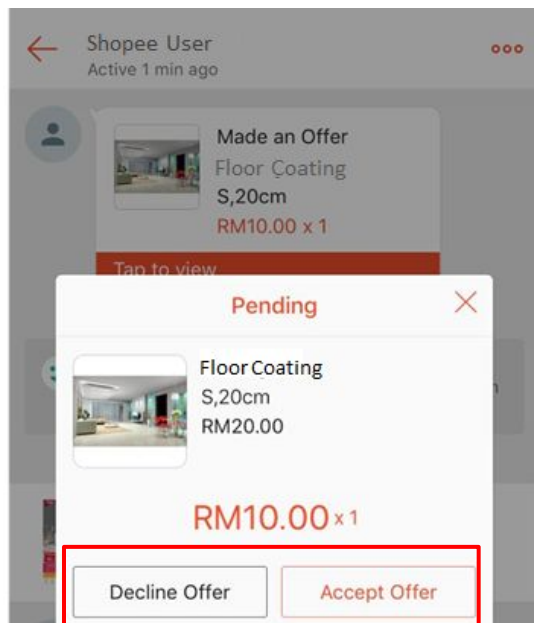


A **chat thread** is a string of conversational messages. Messages sent after 12 hours of the last message will start a new chat thread, regardless of who the sender of the last message was.

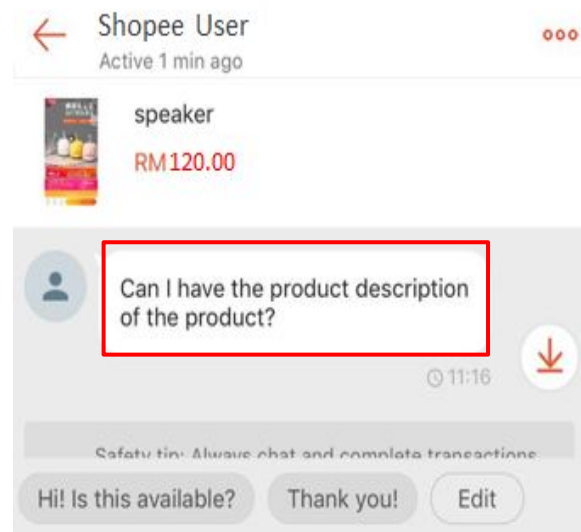
4. Which messages are included in Chat Response Rate?

Messages that are included in Chat Response Rate

Accepting / Declining an offer

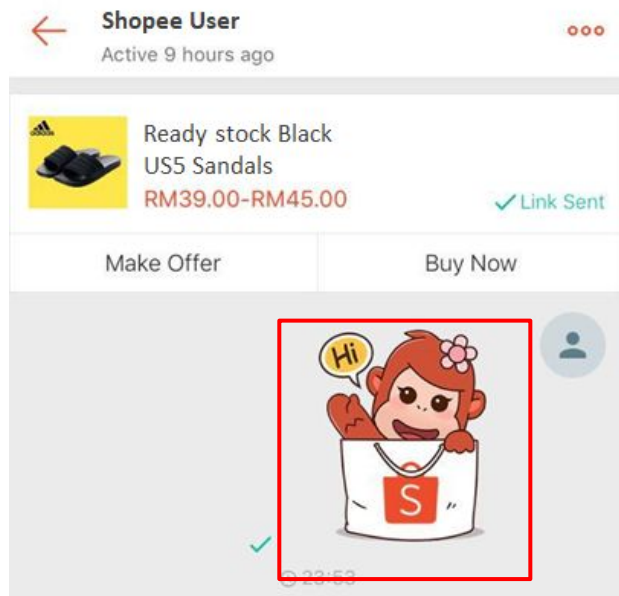


Text message that is initiated by buyer

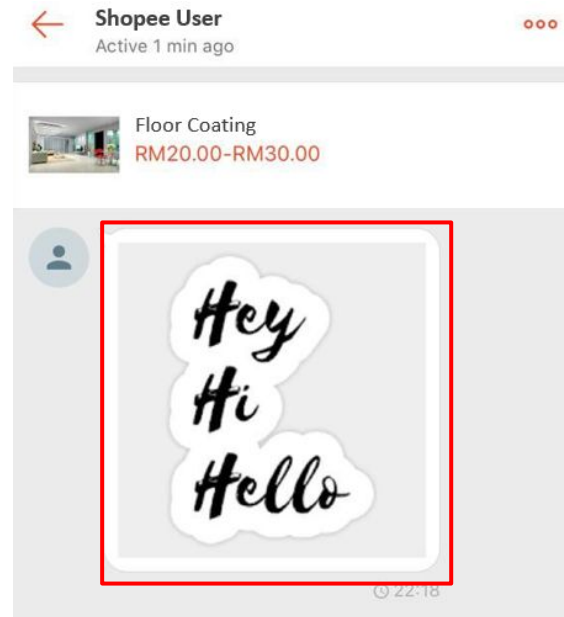


Messages that are included in Chat Response Rate

Messages received in the form of Emoji

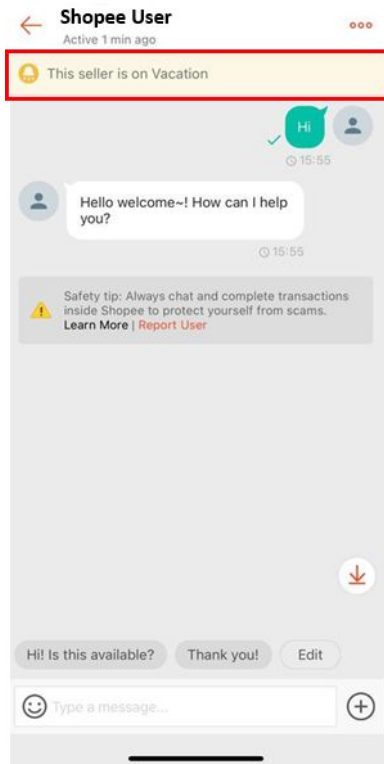


Messages received in the form of image



5. Which messages are excluded from Chat Response Rate?

5.1 Vacation Mode



Question

I have enabled Vacation Mode for my shop. Will incoming messages be included in chat response calculation?

Answer

No, chat messages received after you have enabled Vacation Mode are not included in the chat response calculation.

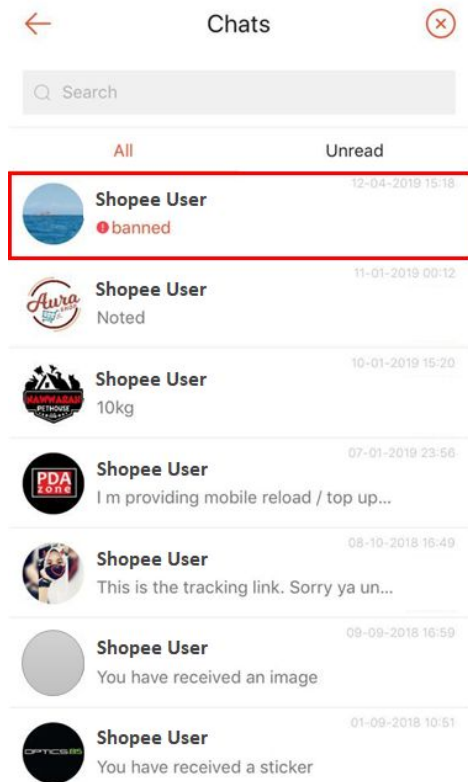
You are advised to set up auto-replies if you have enabled Vacation Mode so that your buyers are aware that you are away during this period.

Seller Tips!



Chat messages received BEFORE turning on Vacation mode will have to be replied within 12 hours

5.2 Abnormal Accounts:



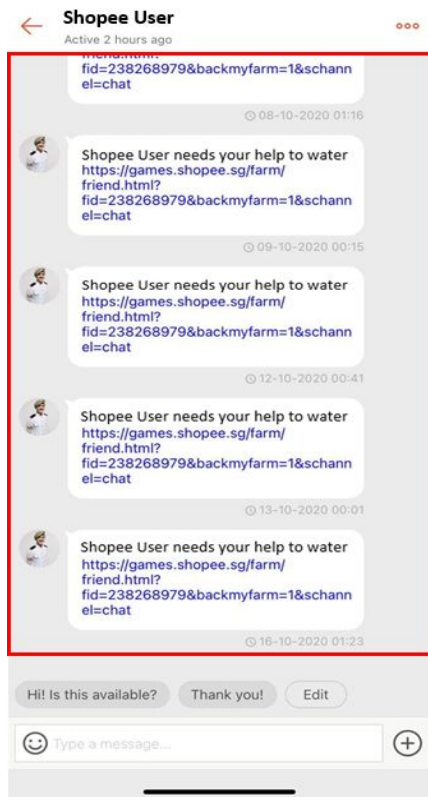
Question

I have a banned user who are enquiring about product information. Will the enquiry be included in chat response calculation?

Answer

No, Chat messages from banned, frozen or deleted accounts will be exempted from CRR calculation

5.3 Game Messages



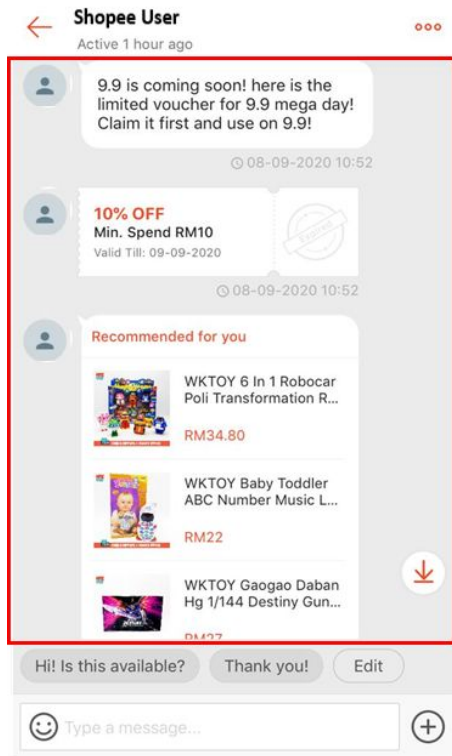
Question

Will chat messages received from Shopee Games (e.g. Shopee Farm, Shopee Candy) be included in my chat response calculation?

Answer

No, these are excluded from chat response calculation.

5.4 Chat Broadcast Message



Question

I received a Chat Broadcast message from another seller. How does it affect my chat response rate and how should I proceed?

Answer

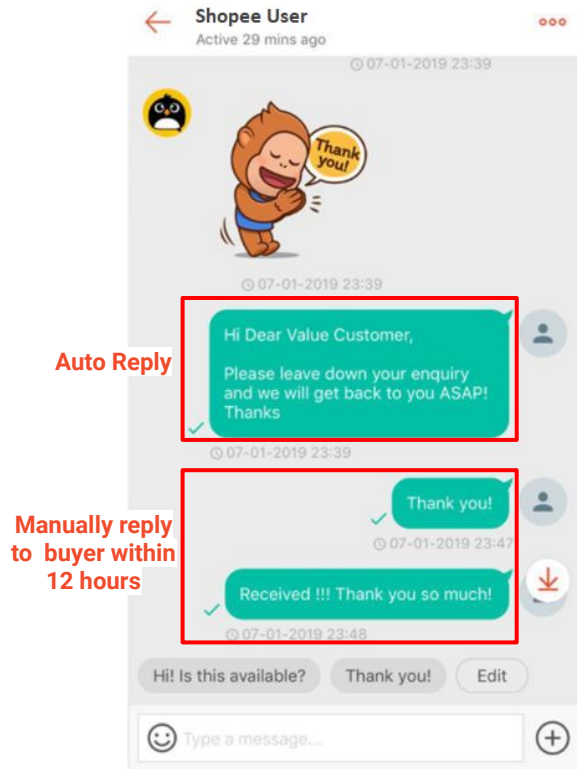
Your chat response will **not** be affected if you do not respond to broadcast messages.

Seller Tips!



If the recipient manually replies to the broadcast message, the sender should reply to the chat within 12 hours to maintain CRR

5.5 Auto Replies



Question

Are auto-replies included in chat response calculation?

Answer

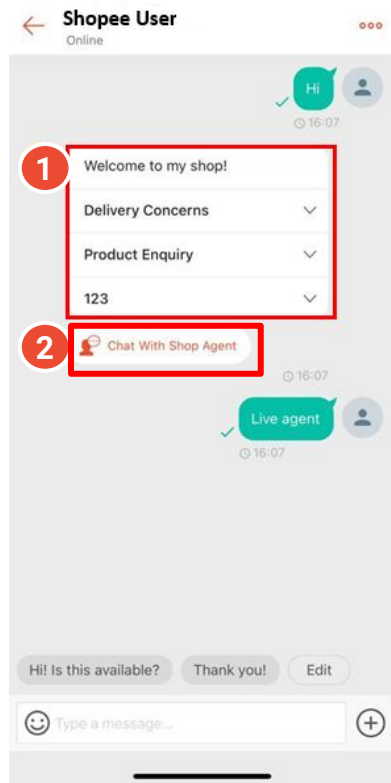
No, you will still need to reply to the messages within 12 hours for your response to be counted.

Seller Tips!



Default auto replies and off-work auto replies are excluded from CRR, so ensure to manually reply your buyers within 12 hours to maintain your CRR

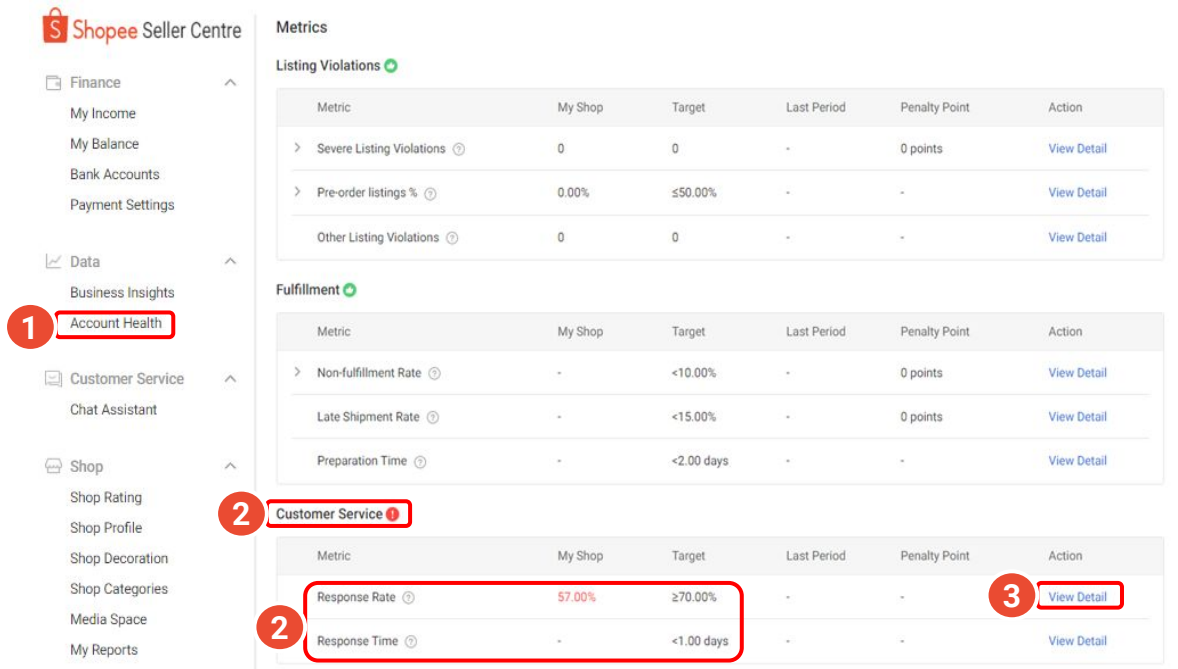
5.6 FAQ Assistant



- 1 FAQ Assistant messages will be exempted from CRR
- 2 However, if buyers select "Chat with Shop Agent", seller should respond within 12 hours to maintain CRR

6. How to check your Chat Response Rate on Seller Centre and Shopee App?

How to check your Chat Response Rate on Seller Centre



The screenshot shows the Shopee Seller Centre interface. On the left sidebar, the navigation menu includes Finance, Data, Business Insights, Customer Service, and Shop. The 'Account Health' link under Business Insights is highlighted with a red box and a red circle with the number 1. The 'Customer Service' link under Customer Service is highlighted with a red box and a red circle with the number 2. The 'View Detail' link for the 'Response Rate' metric is highlighted with a red box and a red circle with the number 3.

Metrics

Listing Violations

Metric	My Shop	Target	Last Period	Penalty Point	Action
> Severe Listing Violations ⓘ	0	0	-	0 points	View Detail
> Pre-order listings % ⓘ	0.00%	≤50.00%	-	-	View Detail
Other Listing Violations ⓘ	0	0	-	-	View Detail

Fulfillment

Metric	My Shop	Target	Last Period	Penalty Point	Action
> Non-fulfillment Rate ⓘ	-	<10.00%	-	0 points	View Detail
Late Shipment Rate ⓘ	-	<15.00%	-	0 points	View Detail
Preparation Time ⓘ	-	<2.00 days	-	-	View Detail

Customer Service

Metric	My Shop	Target	Last Period	Penalty Point	Action
Response Rate ⓘ	57.00%	≥70.00%	-	-	View Detail
Response Time ⓘ	-	<1.00 days	-	-	View Detail

- 1 Click on Account Health
- 2 Overall performance of **customer service**
 - ! At least one performance target was not met
 - 👍 All performance targets are met
- 3 **View Details**
Find out more about Chat Response Rate using the **View Details** function

View Details of Chat Response Rate

Chat Response Metrics

1 Day: 6/12/2020 [Learn More](#)

Chat Response Time

2 My Shop
Within 1 day Target <1.00 days
Previous Day Within 1 day

-
Previous Day -

Chat Response Rate

3 My Shop
19.20% Target >70.00%
Previous Day 19.42%

-
Previous Day -



1 Date range of Chat Response Metrics

2 **Chat Response Time** in current and past week

3 **Chat Response Rate** in current and past week

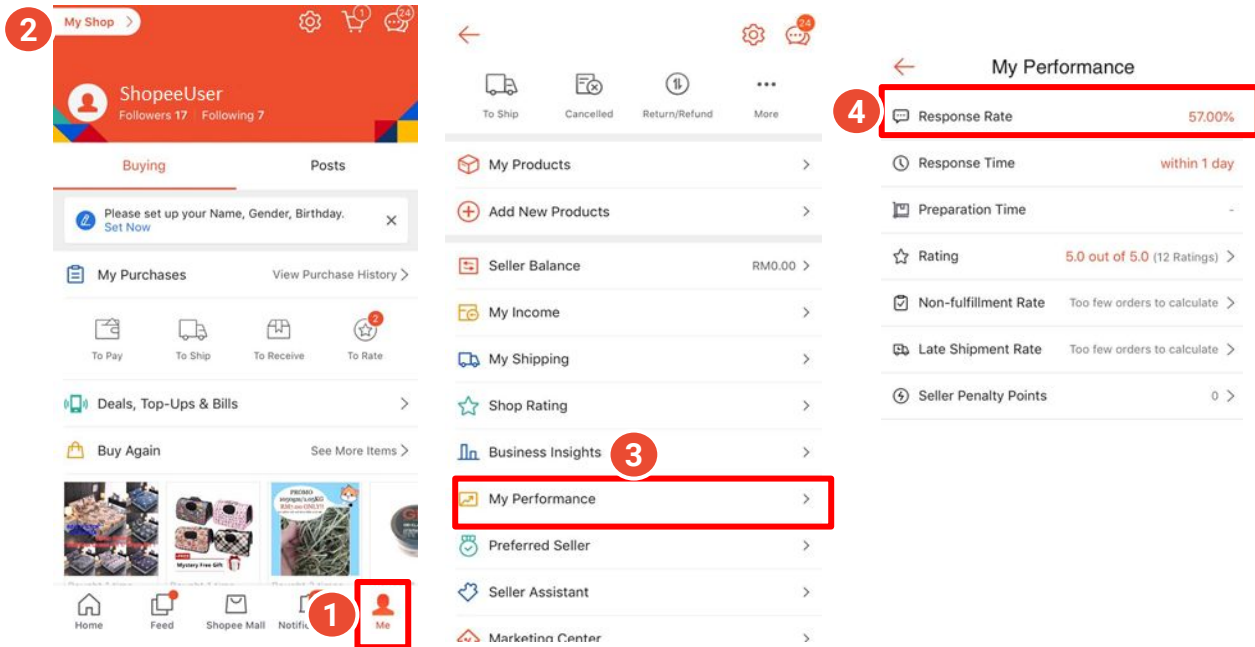
4 Chat Response Rate Trendline vs Target



Seller Tips!

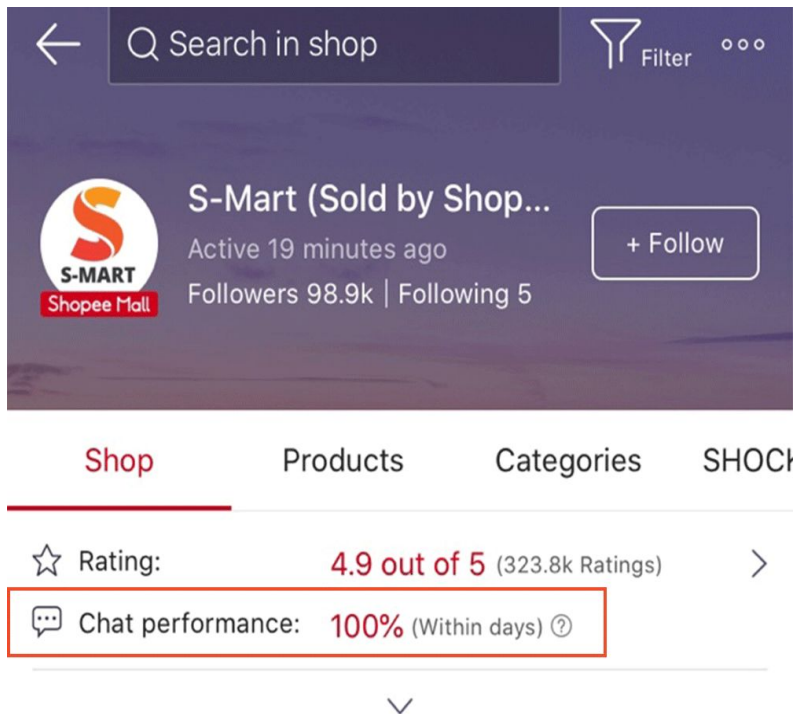
Note that Preferred Sellers must maintain a chat response rate of 90% and above.

How to check your Chat Response Rate on Shopee App



- 1 Navigate to “Me” on your Shopee App
- 2 Tap on “My Shop”
- 3 Tap on “My Performance”
- 4 You will be able to view your chat performance here.

Visibility of Chat Performance



Chat performance is **visible** to all buyers.

Buyers who are browsing your shop profile can see your chat response rate and time under **Chat performance**.

Seller Tips!



Improve your Chat Response Rate by:

- Checking your Chat regularly so you don't miss out on any conversation threads.
- Setting reminders at specific timings within a day to respond to potential buyers.

7. Chat Response Rate FAQ(s)

FAQ 1

Question

If I am both a buyer and a seller and have my auto-reply turned on, will Chat Broadcast messages received from another seller affect my CRR?

Answer

You will not be affected as both auto-replies and Chat Broadcast messages are excluded from CRR calculations.

However, do note that if you **manually respond** to the other seller's Chat Broadcast message, that seller will have to respond within 12 hours to maintain his CRR.

FAQ 2

Question

How is CRR affected when 2 sellers chat with each other?

Answer

CRR will be calculated for both sellers. Whoever starts a conversation will take on the role of the buyer. The other seller will then be required to reply to the buyer's messages within 12 hours of the last message in order not to affect his CRR. Failure for the seller to do so will result in no response, affecting his CRR.

If the seller responds to the buyer after 12 hours, it will be considered as a late response and the roles will switch as a new chat thread has been initiated.

To end the conversation without affecting both parties' CRR, the seller role in the ongoing thread is only required to respond **once** in the same thread (within the 12-hour time frame).

FAQ 3

Question

I have been replying promptly, but why has my CRR not increased?

Answer

As CRR calculation takes into account your chats for the past 90 days, your past response rate could affect your current CRR. If you had a low CRR in the earlier part of the last 90 days, fret not, your CRR will start to improve over time as you continue to respond to your chats promptly!

FAQ 4

Question

If a buyer starts a new thread by sending a sticker message, will it be considered as a non-responded/late response if a seller does not respond?

Answer

Yes, all sticker messages are considered as a message and therefore, a seller needs to reply within 12 hours in order to not affect CRR.

FAQ 5

Question

Why does my CRR differ in Business Insights Chat tab and under Account Health?

Answer

CRR in [Business Insights](#) Chat tab only takes into account calculations up to the **past 30 days** instead of the past 90 days.

For the most updated value of your CRR, do refer to your Account Health page.

FAQ 6

Question

If a buyer's account was banned/frozen before I got the chance to reply to him/her, will the system count it as a late response?

Answer

We will exclude all messages sent from banned/frozen accounts in your CRR calculation.

FAQ 7

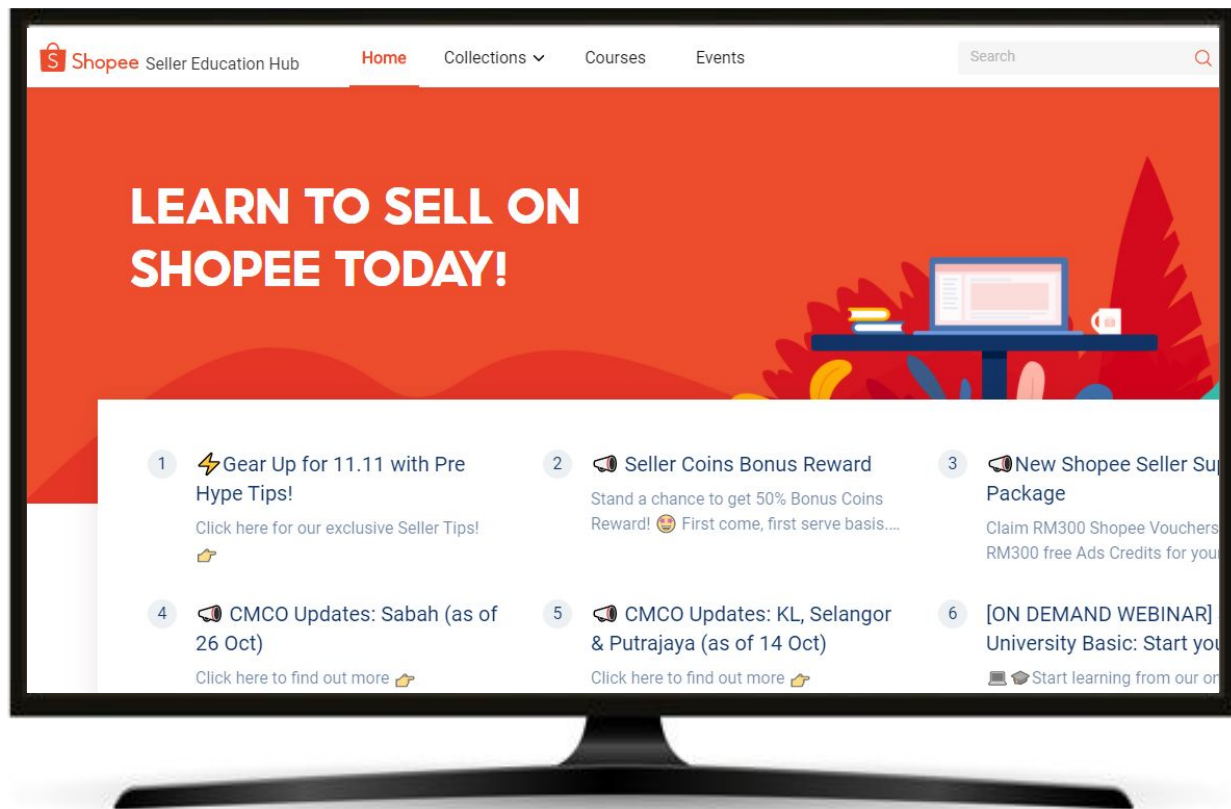
Question

Why does my CRR decrease when I use auto-reply?

Answer

All auto-replies are excluded from CRR calculations, hence, you'll need to manually respond to a buyer within the 12-hour time frame in order to not affect your CRR. Replies to the buyer (regardless of your auto-reply) after 12 hours will be considered as a non-responded chat thread.

Seller Education Hub: Shopee Encyclopedia



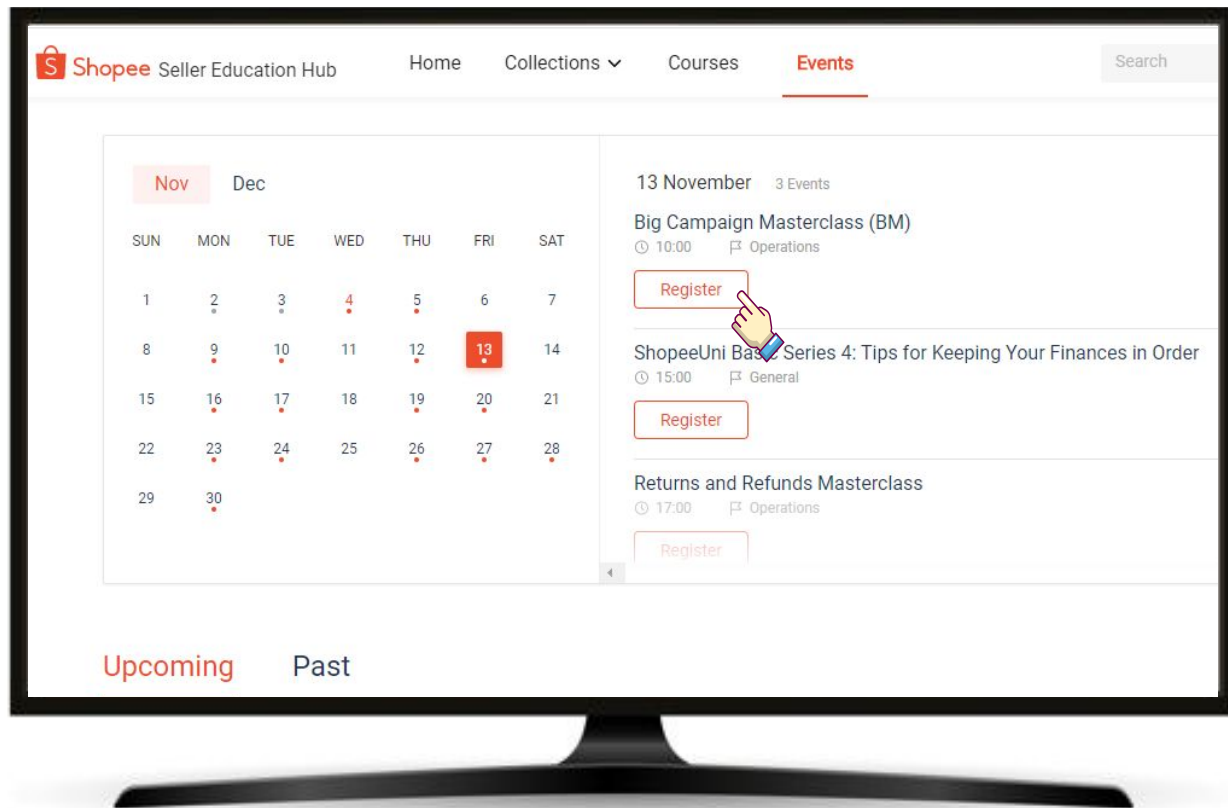
Step 1
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Step 2
Type at Search Bar to
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information

Seller Education Hub: Check Out the Calendar For Live Webinars!

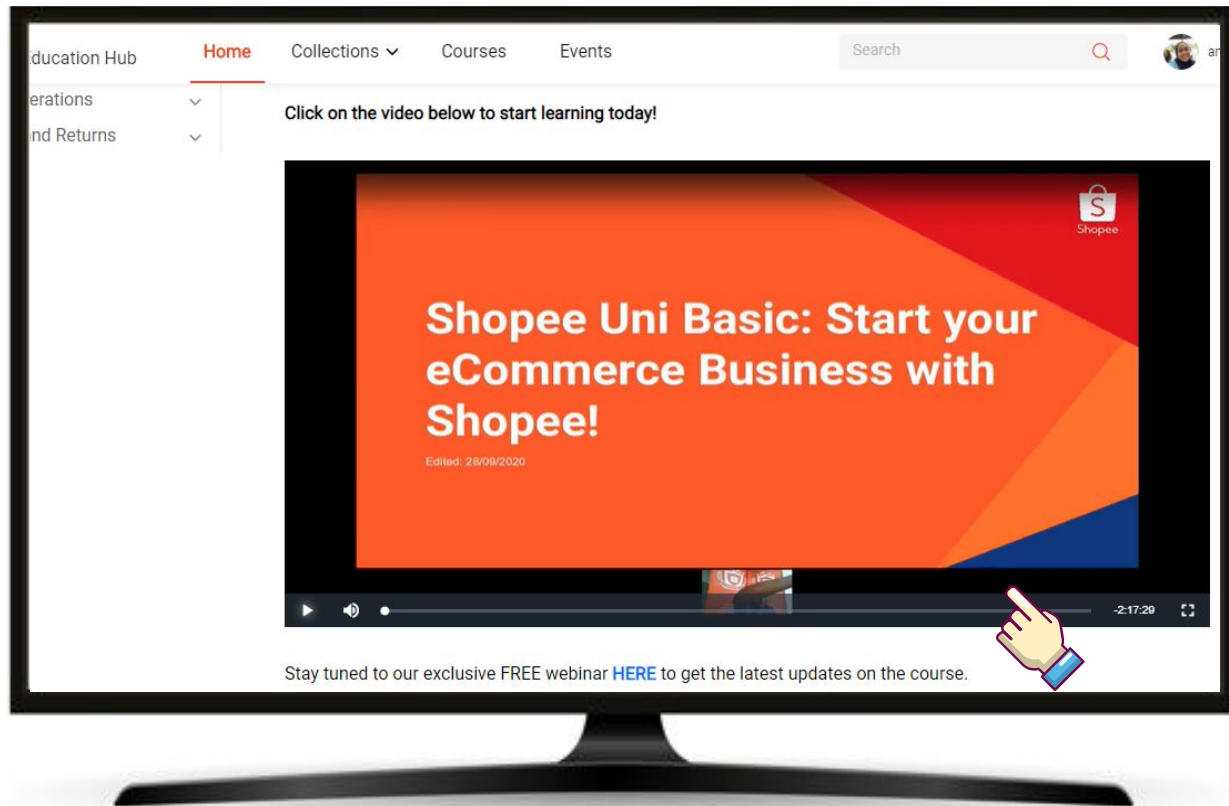


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Register for desired Live Webinars!

Seller Education Hub: Watch On Demand Webinars!



Step 1

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Step 2

Click **Maximise Sales**

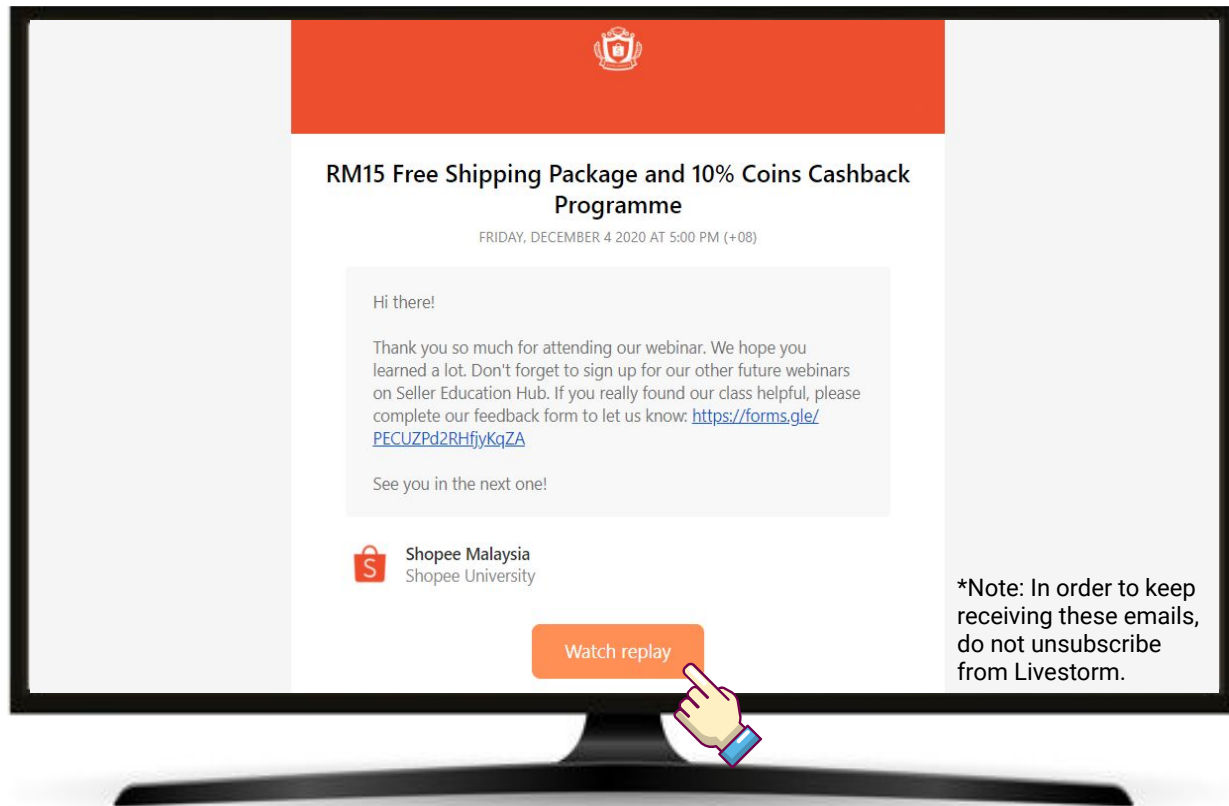
Step 3

Select the desired webinar

Step 4

Start watching!

Watch a replay of this webinar!



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Check your inbox for a post-webinar email from Shopee Malaysia

Email Subjects:
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Step 2

Click **Watch Replay**

Step 3

Start watching!



THANK YOU