

# REAL-TIME COLLABORATION

ASSIST YOUR VISITORS REMOTELY BY COLLABORATING VIA CO-BROWSING AND SCREEN SHARING

More and more businesses are moving processes and critical business applications to the web. What can happen is that customers or end-users get lost in complicated websites, feeling frustrated and eventually just giving-up. This will, of course, impact negatively on customer satisfaction, adoption of the internet channel, and the ability to profitably serve customers.

The Vivocha Collaboration Suite of products humanises the online sales and support experience, enabling your contact center agents to interact with your customers and assist them via a shared browser. Thanks to the use of these products, the communication becomes far more natural, effective, and efficient, bringing the customer-agent exchange closer to that of an in-store, in-person interaction.

Using the Vivocha Collaboration Suite you will be able to know the navigation path of each visitor in real time, the page they are currently viewing, and the page they were on when they asked for help. Combining real time dialogue with page pushing, content sharing, and form sharing are operations that enable the most productive management of customer requests and increase the likelihood that the question will be resolved in the first contact.

## Reduce Customer Support Costs

Vivocha co-browsing and screen-sharing, can be used by the agent to guide the customer to a destination page, without the delay and potential confusion of verbally guiding them through an intricate series of clicks and scrolls. Co-browsing reduces the length of calls against communication solely via telephone or text chat.

## Reduce Errors in Order Process

Vivocha's proprietary technology permits agents to support the customer filling out complicated web forms or applications, while co-browse lets your agents "point" to items on a web page, or securely share a document. As a result, you can dramatically reduce ordering errors and related transactions.

## Reduce Abandoned Shopping Carts

Vivocha Co-browse enables you to instantly assist customers when they have questions or need advice on product selection. During a co-browsing session, you can neutralise sales objections and gently guide prospects to and through the check-out process.

## Increase Up-Sales and Cross-Sales

Vivocha Collaboration tools enable your agents to interact with customers on the moment they are making purchase decisions. Page pushing -referring customers to complex Web URLs- can be an effective, low touch solution that can be easily implemented to promote additional products or services.

## Increase Geographic Reach

Using Vivocha Collaboration Suite, your sales organisation can expand its reach into sales regions currently too expensive or remote. Co-browsing and Screen Casting enables your remote agents to quickly and easily lead your customers through sales presentations, plan research and comparison, or interactive Q+A sessions.

## Improve Customer Satisfaction and Loyalty

Research shows that a positive customer experience has greater influence over brand loyalty than either price or product selection. With Vivocha communication and collaboration tools, you dramatically increase the level of personalisation of the online experience.

### Business benefits

- *Improved customer satisfaction and loyalty*
- *Customer-centric up-selling and cross-selling*
- *Increased first contact resolution rate*
- *Reduced error rate on customer transactions*
- *Accelerated cycle times for on-line transactions*
- *Accelerate Adoption of On-line Channel*
- *Reduced customer service costs*

## Capabilities

### Seamless Co-browsing

Your agents can be on the same page as the contact, literally. Agents are able to see the page the contact is currently viewing, in real time, and where they asked for help. Thanks to co-browsing and page pushing technologies, your agents will effectively be able to guide your visitors to the right page or help them find the right information.

### Form-sharing

Increase the probability of achieving business goals by assisting visitors in filling out forms. Your agent can see in real time what your visitors are entering into webforms, and is able to help them modify the content in the right way. This is achieved without obstructing user privacy.

### Screen-casting

Screen casting allows agents to show their screen or view the customer's screen during any real time interaction. It allows for the sharing of both the customer's and agent's screens, one at a time, but without any possibility of interaction with the page shared. Screen casting allows for the streaming of a specific window, a single app, or the full desktop.

### Secure file transfer

Allows the agent, as well as the visitor, to transfer files to the other party. Our solution can guarantee the protection of information on the files that are exchanged between the two parties; agent and visitor.

### Navigation timeline

Analyse the behaviour of your engaged visitors directly on the agent desktop: see the pages they have visited and the time on them, to understand the user's interests or avoid potential problems, also on your web analytics tool such as Google Analytics and Qlik Sense.

### Page preview

The Agent can see a preview of the page the customer is currently on. It provides the agent with the capability to follow the customer's navigation on public/static web pages, and it can now work with non secure pages too.

### Document co-navigation

Either party are able to open and scroll a local file, showing it to the other interlocutor in real time.

### Page pushing

Force a specific web page to appear on the end user's screen. This option is very useful to guide the user through the website.

### Mouse over and Annotation tool

Your users see each other's mouse cursors and clicks, and can draw and highlight content while co-browsing.

### Inbound/Navigation Sync

Allows the Agent to start a collaboration session from an inbound call.

### Secure and compliant

Our solution meets 100% of security requirements and guarantees the protection of information.

## Use Cases

### Online Banking

- On-boarding new accounts
- Cross-sell/up-sell complex products
- Credit card payments, balance transfers
- Loan origination and servicing
- Treasury/Cash management

### Insurance

- Plan research and comparison
- Claims processing

### Utilities

- Plan research and comparison
- Bill payment
- Energy consumption review

### Travel/Transportation

- Reservations

### eCommerce

- Plan research and comparison
- Bill payment
- Personal shopper

### Technical Support

- Reporting technical issues

