

nGen CoBrowse

Create a Visual, Memorable Online Experience for Your Customers



"We are very pleased to have created a strategic partnership with nGenera CIM. They bring our solution to the enterprise where its full array of features and functionality can be truly utilized to increase agent productivity and revenue."

*--Igor Khalatain,
PhD., Founder &
CEO, LiveLOOK*

THE BUSINESS PROBLEM

Whether your customer needs help completing an order form or can't find the product they're looking for on your Web site, sometimes the nature of the inquiry requires an agent to "reach through" and provide a visual connection to the customer's answer. Phone and email channels provide little to no visual assistance capabilities, and chat alone cannot accomplish the task. The customer and the agent alike become frustrated, decreasing customer satisfaction and agent productivity. Additionally, end users have been wary of co-browse solutions because of required software downloads as well as the complexities of Web site technologies. How can you empower your agents to provide a visual solution to your customers' inquiries while ensuring the safety and security of your customers?

THE NGENERA CIM SOLUTION

nGen CoBrowse helps you reach out to your customer when they need you most. Whether they require assistance completing their purchase or have a question about a product on your Web site, nGen CoBrowse gives a personal touch to customer service. Integrated with a chat or telephony implementation or as a stand-alone solution, it enables agents to reach out to the customer in a non-intrusive, user-friendly environment.

LiveLOOK, the leading provider of real-time online interaction tools, has partnered with nGenera CIM to provide the collaborative technology that makes nGen CoBrowse so

innovative. The technology enables agents to balance end-user acceptance with corporate security standards; it is fully browser-based and does not require software installation by the customer or opening of firewall ports. nGen CoBrowse is available for both on-premise and hosted deployments.

NGEN COBROWSE BENEFITS

- **Rapidly Resolve Inquiries:** Guide customers immediately to their solution instead of stumbling over drawn-out explanations via phone or email.
- **Increase Sales Revenue:** Agents become an extension of your sales force by pushing up- and cross-sell opportunities when customers are guided to their solutions in real-time.
- **Improve First-Contact Resolution and Customer Satisfaction Rates:** Provide a visual and personal connection to your customers' answer, increasing the likelihood of immediately resolving the issue and improving customer satisfaction.
- **Reduce Shopping-Cart Abandonment Rates:** Engage customers using visual cues before they become frustrated and vacate your site.
- **Ensure Your Customers' Safety while Giving Them Control:** Constant notification of session is displayed, sensitive information is not transferred, and your customer can cancel the session at any time.

nGen CoBrowse is secure, easy to use, and simple to deploy—it adds value that will make a difference to your customers' online experience and your bottom line.

KEY FEATURES

CoBrowsing Functionality

- Co-browse order forms, knowledgebase, Web sites, and shopping carts with customers
- Teach visitors site navigation and promote access to future self-service
- Agent has mouse and keyboard control of customer screen with customer's permission

Implementation

- Can be integrated into Phone and Chat implementations or available as a stand-alone solution
- Skills-based routing capabilities
- Available as both on-premise and hosted
- Multiple simultaneous sessions per agent
- Complete customer history with threaded interactions
- Full timer and load level dashboard

Supervisory Functions

- Real time, custom, and historical reporting, featuring queue stats, active sessions, and workload
- Manage and monitor agent sessions for training and quality
- Whisper and take-over functionality

Customer Experience

- No downloads required
- Supports all standard browsers
- Personal support at the point of need
- No sensitive information is transferred
- Customer can close session and regain control at any time

Not all features are available with every nGen CoBrowse configuration.

