

## nGen Chat

*Real-Time Live Support with One Click*



*"The Web site was officially launched using [nGenera] as the online chat enabler. It was the right product, at the right price, and provided excellent customer service."*

*--Nutrisystem.com*

### THE BUSINESS PROBLEM

Whether you're a financial institution, a university, an insurance firm or an online retail store, your customers rely on your Web site for assistance. Are you providing them with the best online experience? How many of your customers do you lose because they are unable to get immediate answers to their questions? What is your current abandonment rate? Knowing this information is essential, finding a solution is critical. Live chat software is fast becoming the preferred communication channel for Web customers. Today, to compete in an increasingly Web-centric world, providing customers with immediate online assistance at the point of need will provide an extraordinary online experience, give your company an edge, and surpass the competition.

### THE NGENERA CIM SOLUTION

A component of nGenera's Customer Interaction Management (CIM) Suite, nGen Chat is the cost-effective way to instantly serve customers through an increasingly popular communication channel. Chat gives your agents the tools to provide excellent support, increase your sales, reduce your costs, monitor your Web site, and get to know your customer base—providing an exceptional customer experience. Customers are satisfied because they receive personalized help at the point of need without having to pick up the phone and wait in a queue for the next available agent. Improved agent productivity, powerful reporting tools, and proactive chat

capabilities are some of the benefits that make NGen Chat one of the strongest contact center chat applications.

### NGEN CHAT BENEFITS

- **Improve Sales Performance:** Proactively engage customers with rules-based chat invitations. Robust reporting tools show Chat ROI in one click.
- **Provide an Exceptional Customer Experience:** Help customers at the point of need using form completion assistance and co-browsing functionality.
- **Increase Agent Productivity:** Agents become an extension of your sales force by pushing up- and cross-sell opportunities. Quickly react to high-value visitors by using rules to identify great leads.
- **Protect Customer Data:** Enhanced security features overwrite sensitive customer information (for example, credit card and social security numbers) from all chat transcripts. Support PCI compliance using chat transcript masking.
- **Consistent Interaction:** Ensure consistent, branded communication through knowledge integration and canned responses.
- **Intelligent Agent Interface:** Support multiple simultaneous chats per agent; direct chat sessions to the appropriate agent with intelligent routing rules.

*Power and Scale:  
nGenera CIM powers  
four of the largest chat  
implementations in the  
world, accounting for  
more than four million  
chat sessions per  
month.*

## KEY FEATURES

### Text Dialogue and Co-browsing

- Reactive chat from Web site links
- Proactive chat initiated per dynamic rules
- Visitor click-stream history
- Co-browse order forms, knowledgebase, and shopping carts with customer
- Customer Timeout feature allows agent to initiate prompt asking if customer would like to continue chatting

### Supervisory Functions

- Audit chat sessions in progress
- Full timer and load level dashboard
- Real time, custom, and historical reporting, featuring queue stats, active sessions, and workload
- Manage and monitor agent chats for training and quality
- Whisper and take-over functionality

### Productivity Tools

- Complete customer history with threaded interactions
- Knowledgebase integration
- Comprehensive library of quick responses
- Agent to supervisor instant messaging
- Multiple simultaneous chats per agent
- Transfer and escalation support

### Customer Experience

- No downloads required
- Supports all standard browsers
- On hold presentation scripts
- Personal support at the point of need

