



SUMMIT 08

EXPANDING THE HUMAN TOUCH OF
YOUR CONTACT CENTER

RIGHTNOW CHAT AND CO-BROWSE

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NOW.

- Introductions
- Glossary of Terms
- Key Chat Trends
- What Customers Like About Chat
- Agent Recruiting Guidelines
- “Chatiquette” Guidelines
- Chat Lingo
- Chat and Co-Browse Demo
- Case Study - Constant Contact
- Chat and Co-Browse Benefits
- Q&A

- Chat and IM
 - Instant messaging (IM) and chat are technologies that create the possibility of real-time text-based communication between two or more participants over the internet or some form of internal network/ intranet. It is important to understand that what separates chat and IM from technologies such as e-mail is that chat happens in real-time before your eyes.
- Texting/SMS
 - Text messaging, or texting is the common term for the sending of "short" text messages from mobile phones using the Short Message Service (SMS). It is available on most digital mobile phones and some personal digital assistants with on-board wireless telecommunications. The individual messages which are sent are called text messages or, more colloquially, texts.

- Co-Browsing
 - Co-browsing, in the context of web browsing, is the navigation of the internet by several people accessing the same web pages at the same time. This can be achieved by communicating to one another the page that is being browsed manually (telephone, instant messaging), or with software which automatically synchronizes the browsers.
- RightNow Chat
 - A variant of Chat and IM which facilitates the communication between an agent and a consumer on the web. It has additional capabilities beyond chat/IM that allow the capture of the entire conversation, consumer printing the conversation, analytics to analyze the volume/category of conversations, etc.
- RightNow Co-Browse
 - A variant of co-browsing which facilitates the sharing same web pages and/or the customer's desktop at the same time and access to this capability within the agent desktop. A chat agent or a phone agent can offer assisted co-browsing to a customer with whom they are having a conversation.

- Chat may become the new email
- Consumer demand for chat is increasing
 - Desire to immediately escalate from web self-service to agent assisted service
 - Younger demographic demonstrating preference for this channel
 - The 2007 Harris Poll indicates 51% of all people visiting websites want the option to chat
- Strong demand in complex products and services verticals and there is a desire for pre-purchase information
- Chat presents another opportunity to gather feedback/VOC information

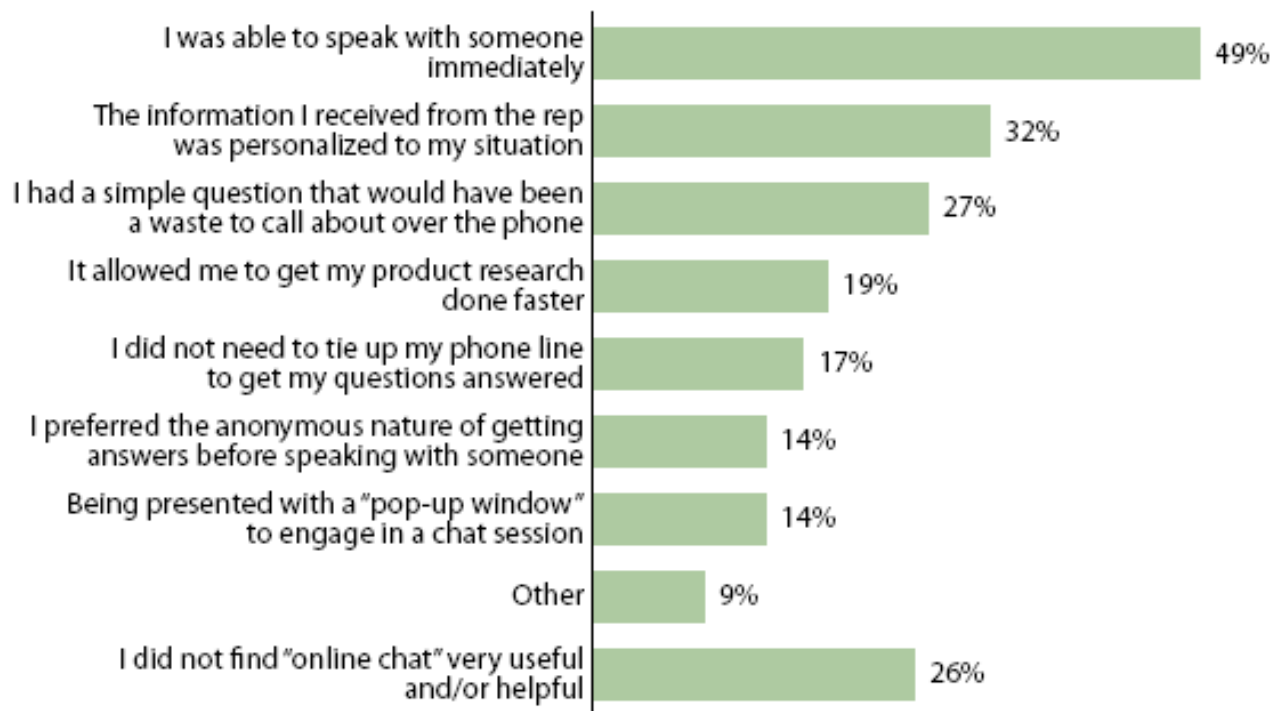
- Consumer expectations re: chat SLAs are increasing
- Study shows high return on proactive chat investments
 - “A total economic impact analysis of interactive chat shows that investment in **reactive chat** is likely to produce a small positive ROI of 15%, while an additional investment in **proactive chat** capabilities will produce an incremental 105% ROI and millions of dollars in positive business benefits in a typical business-to-consumer (B2C) organization.”

- Chip Gliedman, Forrester, July 2008
 - According to a survey by Accenture, nearly 62 percent of internet consumers said that if live online customer service were present, they would purchase more products online.

WHAT CUSTOMERS LIKE ABOUT CHAT

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"What did you like about using 'online chat'?"



Base: North American consumers who have used online chat

Source: North American Technographics® Retail, Marketing, Customer Experience, And Service Benchmark Survey, Q4 2007

45235

Source: Forrester Research, Inc.

Source: Improving the Design of Chat Interactions, Forrester Research 3/11/2008

- Demonstrated ability to multi-task
- Ability to work under pressure
- Strong written communication skills
- Strong typing skills
- Previous experience using IM or SMS
- Multi-lingual experience
- Previous experience as an email response or phone agent
(combined with above skills)

“CHATIQUETTE” GUIDELINES

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- Always introduce yourself
- Be polite
- Be considerate of differing opinions
- Don't type in ALL CAPITALS - it is called shouting and is considered to be rude
- If answering a question, type the person's name before you answer, example:
Jane, I agree with your comment but...
- If you have to leave the chat for a short time, tell the others you will be away or set your chat session to 'away'
- Don't use sarcasm - it may be misinterpreted. Remember that people cannot see your facial expressions in an online environment.
- Make a positive contribution to the chat
- Don't reply to personal requests on the main chat screen - use Whisper mode
- Give thought to the persona you project
- Say goodbye

Wondering what people are saying with those cryptic characters?

Wonder no more.....

<http://web.archive.org/web/19961221112318/http://www.cnet.com/Content/Reviews/Compare/Chat/ss07.html>

LOL?

Laughing Out Loud

IMHO?

In My Humble Opinion

TTFN?

Ta Ta For Now

YT?

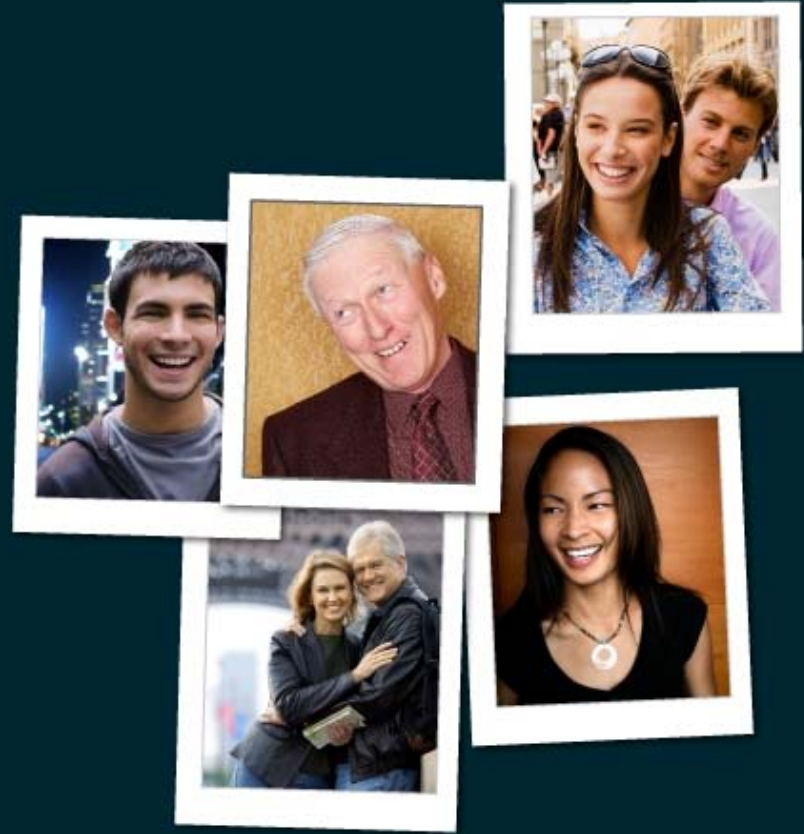
You There

- Key capabilities we'll show today
 - Proactive Chat
 - Co-Browsing while Chatting
 - Assisted selling scenario
 - Assisted support scenario
 - Automatic Chat History Tracking
 - Chat and Knowledgebase Integration within the Agent Desktop
 - Standard Text and HotKeys
- Actors
 - Anna - Consumer
 - Ralph - Chat Agent

- Chat tightly integrated with the Agent Desktop
 - Complete history of all interactions for better customer experience
- Easy agent access to knowledge base information within Agent Desktop
 - Increased agent efficiency
 - Delivery of consistent information across channels
- Use of standard text/hotkeys
 - Increased agent efficiency
- Co-browsing with consumer
 - Increased agent efficiency and better customer experience
 - Faster issue resolution
 - Increased sales conversion rate

- Increased agent effectiveness
- Reduced operating costs (phone cost deflection)
- Improved first contact resolution rates/faster resolution in assisted self-service scenarios
- Increased conversion rates/higher shopping cart value in assisted shopping scenarios
- Complete view of previous interactions across channels
- Improved customer experience
 - Faster resolution
 - Fewer miscommunications
 - Easy/intuitive escalation for personal assistance
 - Greater channel choice

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THANK YOU!

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CONTACT CENTER COST ESTIMATES

Channel	Cost	Sat Level
Phone	\$5.50	High
Email	\$1.25	Medium
Web self-service	\$0.10	High
Chat	\$2.10	High
Snail Mail	\$9.75	Low

*Dr Anton Purdue University 2005
B2C industry average*