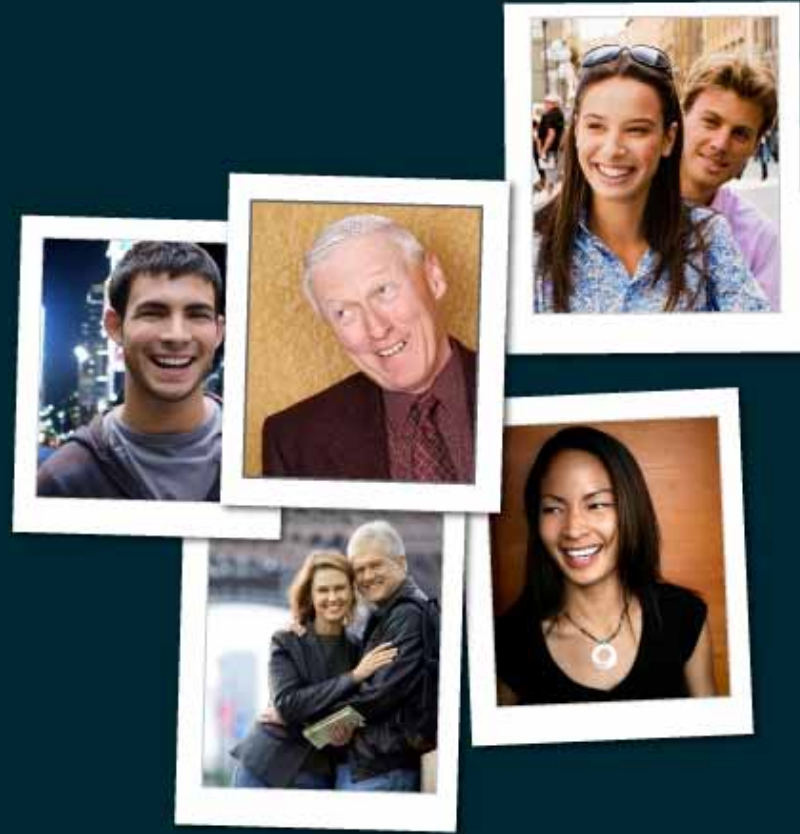


SUMMIT 08



# OFFERING AND IMPROVING ASSISTED ONLINE SERVICE

Jim Nelson - Sr Consultant

**RIGHT  
NOW.**

- Why use chat
- What's new in Aug '08
- Best Practices
  - Configuration
  - Agents
  - Where to deploy
- Demo
- Wrap up and Q & A

- Combines the immediacy and intimacy of the phone with the efficiency of multiple contact interaction
- High touch
- Chat puts the right information in front of your customer at the right time
- Shorten the sales cycle
- Increase sales size
- Increase Customer retention, reduce churn
- Differentiate your service from competitors

- Proactive chat
- Co-browsing
- Chat return to queue
- Send XML/HTML within chat response
- Agent transcript improvements

## Configuration

- Make the desktop as simple as possible
- Optimize reports
- Upgrade to the latest version
- Pay attention to the desktop environment
- Use standard text
- Enable surveys
- Balance access and information
- Smart sense

- Route intelligently
  - Base on Queue, Product, Category, Interface or Language
  - Issue type
  - Gather only as much information as necessary make the interaction easy for the customer
- When to create incidents?
- When to create opportunities?

## Agents

- Start new agents slowly - increase sessions as they become better at multiple chats
- Use the buddy system - let experienced agent help newer agents
- Use surveys to measure success
  - Distribute that information
- Baseline performance and KPI's
  - Publish and present

- Feed survey information back to reps
- Monitor chats
- Reinforce excellent work
- Identify Retraining opportunities
- Wash rinse repeat
- Blended agents vs. dedicated agents

## Placement

- Distribute links to critical areas
  - Shopping cart
  - High value product areas
- Forms
- High value interaction
- Use proactive prompts

LET'S HAVE A LOOK

**RIGHT**  
**NOW.**

**DEMO**

THANKS

RIGHT  
NOW.

Questions?