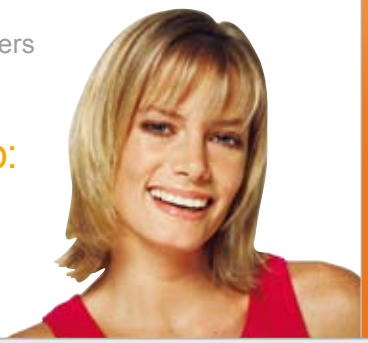
Eptica®

Live Chat.

Intelligently managed to minimise costs and maximise sales.

Listen to the voice of your customers

"When I'm on your website and need help: I want to chat without having to phone"



Eptica Live Interaction™ – real time online sales and customer support.

Key Features

- Intelligently managed online sales and customer support
- Real-time visitor monitoring
- Rules based invitation engine
- Automatically identifies customers with the greatest potential to buy
- Automatic distribution of live chats
- Conversion tracking
- Dynamic, self-learning Agent knowledge base
- Push pages capability
- Detailed conversion, productivity and service level reporting
- Integrate with Eptica Email Management™ and Eptica Contact Assistant™ to provide all agents with a full view of customer interactions.

The potential for Chat to increase online sales and reduce abandonment is proven and too compelling to ignore.

There is also a fast growing population of Internet users who are accustomed to interacting in this way via chat rooms, Instant Messaging and Skype, and who don't want to pick up the phone or wait for an answer to an email.

Chat is no longer considered to be a costly customer service channel: on the contrary, most agents can comfortably handle several conversations simultaneously in the time it can take to handle a single phone call.

Use Chat to engage your customers and keep them on your website rather than lose them to another.

Guide customers through tasks such as form filling and technical support. Minimise abandoned shopping carts by helping customers who are struggling to complete their shopping transaction.

Assist customers who are making repeated searches but appear unable to find the answer they want from your Web self-service system.

Be ready to help customers at known abandonment points – it often takes only a few seconds to re-orientate a customer who is having difficulty finding what they want on your website.

Increase online sales and improve customer service for your website visitors.

Benefits

- **Increase sales by giving live support at the point of sale**
- **Immediately answer questions and cross-sell products**
- **Reduce abandonment of quotation and application forms**
- **Impress customers by stepping in to help them when they need it**
- **Stop customers leaving your site without finding what they came for**
- **Improve first contact resolution – agents handling online enquiries by chat, rather than phone, have the advantage of knowing what the customer has been doing on your site**
- **Reduce chat handling times by drawing on pre-scripted answers**
- **Gain deep insight about customer behaviour**
- **Identify usability issues with your web site.**

Eptica Live Interaction

The potential to increase sales through proactive chat is proven and too compelling to ignore.

The Agent Console provides agents with everything they need to optimise the effectiveness of their interaction: Agents handling an incoming chat session are automatically provided with the customers contact details and customer interaction history. They can chat, co-browse, set up new accounts, access the centralised knowledge base, document library and more.

Other services:

Eptica SelfService™

Automatically answers the majority of your customers' questions on your website.

Eptica Email Management™

Improves the quality of email replies. Typically cuts email handling time by 50% and repeat emails by 25%.

Eptica Network Agent™

Enables email enquiries best handled by staff outside your contact centre to be determined automatically and routed accordingly. Email response is handled via a light interface to Eptica Email Management.

Eptica Contact Assistant™

A customer service knowledge base for customer service agents. Improves first contact resolution, AHT and the quality and consistency of agents' answers.

Eptica Fax-Letter-SMS™

Automatically dispatches letters and fax to agents as inbound emails. Various media can be leveraged for responses: e.g. urgent fax received by email, respond by SMS.

Features

- Real-time visitor monitoring
- Rules based invitation engine
- Automatic distribution and skills based routing of live chats
- Pre-defined responses help agents provide prompt, efficient and consistent answers
- Web page push enables agents to illustrate their answers
- Co-browsing allows agents to guide customers through your website offering them immediate help with their enquiry
- Dynamic, self-learning agent knowledge base
- Flexible search allows agents fast access to information by typing natural language questions, key words or browsing by topic
- Content can be added to the knowledge base and published easily
- Log and track chat activity
- Detailed conversion and productivity reporting
- Integrate with Eptica Email Management™ and Eptica Contact Assistant™ to provide all customer service agents with a full view of customer interactions
- Hosted service
- Fast, easy set-up.

Eptica UK Ltd 200 Brook Drive Reading Berkshire RG2 6UB
++44 (0)118 949 7072 info.en@eptica.com www.eptica.com

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