



# ON-DEMAND CONTACT CENTER PLATFORM

## Chat and Email Management Application

Customers want the flexibility to contact you however and whenever it's most convenient for them. To meet this need, the LiveOps On-Demand Contact Center platform enables customers to contact you using email and web chat options, in addition to traditional voice technology. Because the LiveOps On-Demand Contact Center automatically routes email and web chat to right agent, every time, your agents can be just as responsive to customers using these media as they are to traditional phone callers.

At the same time, you can efficiently integrate communications, maintain service levels across all contact options, and monitor and report on them in real time. For example, you gain real-time monitoring of all multimedia agents and queues, as well as real-time reporting on all media types.

LiveOps On-Demand Contact Center transforms your operation into a powerful, multimedia-enabled contact center so you can do the following:

- Efficiently deliver service to customers in the media of their choice.
- Maintain service levels across all contacts, ensuring that all customer inquiries are addressed in an efficient manner.
- Capture more detailed customer information than is possible during voice communications.
- Use Web chat to assist customers in completing online transactions, respond to information queries, or handle other Web-based customer experiences.
- Protect against liability and customer claims with accurate tracking and reporting on all contact types.

## WEB CHAT

### Customer Insight

You can automatically identify visitors with the greatest potential to buy based on which pages they have visited, how long they remained on a page, where they came from, which keyword they used to find you, which items they have in their shopping cart, and whether they have previously purchased from your site.



“ What set LiveOps apart was its ability to rapidly deploy and integrate with our existing systems. We were up and running in a matter of days versus the months it would have required with other vendors.”

Matt Wise  
Sr. Director, External Customer

### Customized Chat Invitations

Send customized chat invitations based on rules that can be adjusted easily in real-time (without changing your website code). Your agents are automatically connected to these customers to offer assistance and incentives and suggest related items for up-selling.

### Automatic Queue Distribution (AQD)

The On-Demand Contact Center platform supports a queue distribution model.

It automatically assigns new customer chat or email sessions to agents based on their availability, skill, and performance.

### Print or Email Transcript

At any time, a customer can print a copy of a call transcript or have the transcript emailed to them.

### Exit Survey

You can choose to have a customizable customer survey appear on-screen – for example, following a chat session.

### Secure Connection

LiveOps uses 128-bit SSL encryption to secure all communication between the chat client and the agent's PC.

## EMAIL MANAGEMENT

### Automatic Queue Distribution (AQD)

The application automatically assigns new customer chat or mail sessions to agents based on their availability, skill, and performance.

### Auto-Response for Inbound Mail

You can create and send automated responses for new emails in the queue.

### Mail Notes

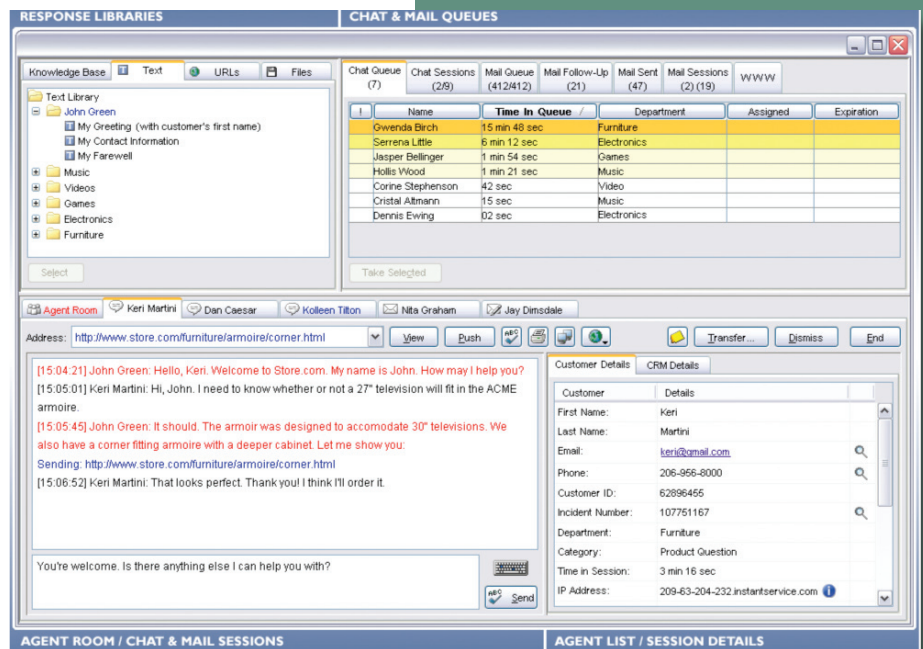
Agents can add notes to emails to assist in the resolution of an incident. Notes are invisible to the customer, but they can be viewed by other agents and reviewed in reports.

### Mail History

While incidents are being resolved, the application maintains a historical record of the correspondence between the customer and your company.

### Send New Mail

In addition to being able to respond to incoming customer service emails, agents can create and send new emails.



“By 2013, at least 75% of customer call centers will use a form of SaaS in their contact centers.”

**Gartner**<sup>®</sup>