



## Background

As more and more consumers and business customers look to the Web as their main source for evaluating products and vendors, enterprises need to optimize their e-commerce sites to provide the same level of personalized service as offered by face-to-face meetings with a sales representative. Trust is critical, and a bond between the visitor and the site must be established.

For some visitors, that bond is best established via a phone call, while with younger demographics, it may develop from a live chat. Many others are best served by starting with one channel and escalating to another, particularly if the topic at hand is a complex product matter or customer service issue.

Offering multiple channels for communication enables large enterprises to engage with visitors in each visitor's channel of choice. More importantly, the initial connection – initiated by the visitor by the very act of coming to the site – is never broken, even as he or she progresses from browsing to chatting to speaking with a company representative.

This level of accommodation is essential for enterprises seeking to turn Web visitors into loyal customers. This is why LivePerson offers a multi-channel solution with seamless escalation between each channel.

## Overview

LivePerson integrates live chat and voice into one seamless solution. These channels can be leveraged to:

- » Increase sales, average order values, and first contact resolution through individualized attention
- » Screen large pools of potential leads and escalate the qualified ones to high-value sales resources or regional offices
- » Perform frontline customer care via “virtual” or outsourced chat agents, and escalate visitors requiring additional assistance to a live representative

When visitors escalate between channels, all details of their previous interactions are forwarded to the agents who next engage with them, essentially giving the agents a ‘heads-up.’ Agents are positioned to address the visitors’ scenarios immediately, and visitors are spared the burden of ‘starting over from the beginning.’

Give your visitors the opportunity to choose their preferred method of communicating with you. Both live chat and click-to-talk allow for personalized service.

LivePerson's voice solution offers computer telephony integration (CTI) options and is compatible with conventional telephone service.

LivePerson multi-channel solutions were designed to address the business challenges of large enterprises, including their need to:

- » Escalate a visitor to a higher level resource once specific criteria are met. For example, an online application for a financial instrument may require an escalation from a chat to a phone discussion
- » Accommodate a customer's preferred channel of communicating, or comply with regulatory requirements concerning methods of communication
- » Enhance customer triage and retention by reaching out to a customer early in the cancellation process, which greatly increases the visitor's willingness to stay with the service
- » Support a large or distributed sales force with the ability to transfer visitors to a representative in a regional office before a lead gets cold (significant drop-off occurs with visitors request a callback)
- » Identify high-potential leads from a large pool of visitors and apply high-value sales resources to the most qualified





## Applications

### *Customer Retention Strategies*

A large telecommunications provider offers proactive click-to-call invitations to visitors who intend to cancel service (identified as visitors on the cancellation page or who enter “cancel” in the search engine). These visitors are invited to speak with specialists who probe for cancellation reasons, address objections and clear up any misconceptions regarding service features, levels and plans. The result is 70 percent of those who intend to cancel service opt to continue service.

### *Service Authentication*

A communications provider complies with a regulation mandating its customers use a security identifier when logging in to their accounts. A click-to-call button is placed on the log-in page, ensuring that immediate live help is available to customers who have misplaced their security identifier or are unaware that they have one. The result: More than 27 percent of the customers with log-in issues select click-to-call to resolve their problems.

### *Lead-Distribution to Regional Sales Teams*

A nationwide homebuilder relies on a multi-channel approach to distribute leads to its regional sales office. Website visitors chat with employees in the home office, and are transferred to regional field offices via phone. The initial connection to the visitor is never broken.

An automobile manufacturer offers basic model and feature information on its website, and proactively invites visitors to receive a call from a regional dealership. Remote agents at dealerships are typically away from their desks, making escalation from the Web to phone more practical. Visitors enter the phone number where they'd like to receive the call. The remote agents at the dealer receive information about visitor interests prior to making the call. The result is improved lead retention. Fewer leads go cold because visitors chat and/or talk in a single session (vs. being asked to leave a message or request a callback).

### *Online Travel & Vacation Submissions*

A leading online travel services provider leverages click-to-call to help consumers book vacation and

travel packages in real time. Normally, travelers submit an online request to book a vacation with the travel agent, and wait for a confirmation. To eliminate this delay, the travel company added a click-to-call button on their submission form, enabling the traveler to speak with an agent who can book and confirm the trip immediately. The result is an increase in bookings, along with higher customer satisfaction rates.

### *Proactive Customer Care*

A leading retailer uses an automated service agent to provide frontline support to customer inquiries. Some 80 percent of customer inquiries concern routine information such as “how do I return my product.” The automated agent is able to communicate with the visitor using natural language. If, for any reason, the visitor becomes frustrated, or the automated agent is unable to resolve the visitor's issue, the visitor is invited to chat with or receive a call from a live representative. The result is significant reductions in operating expense and higher levels of customer satisfaction.

### *Online Application Completion & Submission*

A leading DSL service provider offers click-to-call support to visitors applying for residential or business DSL packages. Visitors who encounter multiple errors or back out of the online application are proactively invited to speak with a specialist who can help them resolve their issue. Thirty-four percent of visitors utilizing click-to-call complete and submit an online application.

### *VIP Product Assistance*

A leading online travel company provides VIP assistance to visitors on high-value product pages. Visitors who browse pages offering high-ticket vacation locations are proactively invited to speak with a trip specialist. If the visitor declines the proactive invitation, a click-to-call button appears in the margin, enabling the visitor to initiate a conversation with a trip specialist later on in the session. The results include conversion rates that are six times higher than that of self-service, and a ten to one return on investment when comparing incremental revenues with the cost of the LivePerson solution.

