

# LIVEPERSON ENTERPRISE FOR HIGH TECH

## Background

More than any other industry, the Web plays a crucial role in the way high-tech providers market themselves. To a large extent, this trend is market-driven, as IT and line of business managers prefer to conduct their initial research on their own, and engage a sales representative at a later stage in their decision-making process.

As a result, high-tech providers have made great investments in their websites. Collectively, they spend hundreds of millions of dollars each year creating sophisticated product tours, interactive demos, configurators, and dynamic content – all in an effort to help prospects self-identify a product fit. Additionally, they deploy costly Web analytics tools to assess who has visited their sites, which pages were clicked, and the end results of those visits. Unfortunately, these analytical tools are limited to a time and a place in the past, and can do nothing to engage visitors while they're still on the site.

Clearly, the Web is helping a wide variety of high-tech providers find prospects and close sales, but it does not live up to its full potential. To truly benefit, sites need non-intrusive ways to help prospects find the information they need, encourage them to disclose what they're looking for, and establish a bond of trust. Moreover, companies need to connect online visitors with the right sales people to address their needs. No company can afford to distribute hot leads to the wrong sales channel, where they may languish from lack of attention, or be called upon by sales teams who lack the appropriate product knowledge.

As competition continues to intensify in the high-tech sector, a major opportunity exists for enterprise-class providers to monitor visitor behavior, and identify those who are likely to be strong candidates for their products. Once identified, these high-value visitors can be guided to specific Web pages or product demos, and encouraged to disclose details of their requirements. The earlier in the evaluation process this disclosure occurs, the greater the likelihood of obtaining the business.

LivePerson has introduced LivePerson Enterprise for High Tech, a third-generation engagement solution developed to enable providers to take control of their websites by applying best practices for visitor segmentation, targeting, lead generation and customer service.

## LivePerson for High Tech

Built on LivePerson's Engagement Marketing platform and methodology, LivePerson Enterprise for High Tech enables companies to target the right visitor with the right message at the right time in order to affect the desired outcome.

This comprehensive third-generation engagement solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to advance online sales and service initiatives and deliver incremental contribution to the bottom line.

### **Increase rate at which visitors convert to qualified leads.**

Using real-time analytics tools, LivePerson Enterprise identifies high potential prospects while they're still on site, and adjusts the visitor experience in real time to pique further interest and even disclose their requirements. The solution monitors specific events that indicate visitor potential, e.g., visiting a Web page for multiple licenses or searching on an enterprise-class product suite, and applies business rules to trigger proactive invitations to these pre-qualified leads.

LivePerson also provides a complete set of tools to manage the customer experience and increase the likelihood of net new qualified lead conversions. For instance, at any point during the visitor's session, online agents may offer hands-on assistance using live chat, the most non-intrusive communications channel available today. Agents can probe visitors as to their needs, and answer specific product questions early on in their research phase. Using LivePerson's page-push and co-browse technology, agents can also guide visitors through the pertinent areas of the site, and help them utilize complex configurators. As a result, both the visitor and the provider are able to determine if the products offered are a right fit for the visitor.

The intelligent deployment of business rules can deliver three times the qualified leads per hour when compared to outbound telemarketing, and at an average cost that is one-third of other channels.



# LIVEPERSON ENTERPRISE FOR HIGH TECH

## Quickly connect online visitors with the right sales people.

The LivePerson platform enables providers to capture leads more efficiently and direct them to the appropriate sales channel to respond to the visitor needs. Agents can query visitors who have sophisticated requirements, such as a custom deployment with hosting services, and channel them to the appropriate resource within the organization. This accelerates the sales process, and instills a higher degree of confidence in the provider.

## Reduce service costs and increase agent productivity.

Shifting service requests from telephone to highly cost-effective online channels increases the number of agent interactions per labor hour by more than 20 percent, significantly reducing the average cost per interaction. Savings stem from concurrency: chat agents can handle three to four concurrent chats using LivePerson, versus one per phone call, greatly boosting their efficiency rates. Further, the individualized attention of chat enables first contact resolution, unlike email, which delivers only a 40 percent first contact resolution rate, with the majority of issues requiring up to three separate correspondences.

## Website optimization with real-time monitoring and reporting.

Gain valuable insight into online lead generation and customer acquisition initiatives with real-time reporting on conversion rates, abandonment points, entry pages, navigation paths, rules effectiveness and campaign performance. Using these tools, high-tech providers can monitor visitor behavior in real time, and optimize the processes for capturing leads and converting them.

## Foster long-term customer loyalty and satisfaction.

LivePerson Enterprise for High Tech promotes customer-centricity, a critical driver of acquisition, satisfaction and retention in today's competitive environment. LivePerson's ability to deliver online personalized assistance to the right visitor at the right time builds trust, ensures customer satisfaction and cements loyalty. In fact, high-tech providers that have implemented LivePerson Enterprise have realized customer satisfaction rates of greater than 85 percent.

## Contacts

LivePerson, Inc. T: 212.609.4200  
462 Seventh Avenue F: 212.609.4201  
3rd Floor info@liveperson.com  
New York, NY 10018 solutions.liveperson.com

The screenshot shows the 'RULE TYPES' configuration window. It includes fields for Name, Description, Rule Type, Segment, and Status. Below these are sections for 'If' conditions and 'Then' actions, each with a table of rules and 'Edit'/'Delete' buttons. At the bottom, there are 'Update All', 'Cancel', and 'Reorder Actions' buttons.

If All of the following conditions are true:	
the custom variable 'OrderNumber' has not been set	Edit Delete
the value of custom variable 'ProductSegment' is equal to 'HighValue'	Edit Delete
the visitor's previous page URL or title contains the regular expression '\checkout.asp'	Edit Delete
time on the site >= '240' seconds	Edit Delete
<a href="#">Add Condition</a>	

Then perform these actions:	
set Visitor as Hot Lead	Edit Delete
set visitor as pre-hot lead	Edit Delete
<a href="#">Add Action</a>	

Stop processing after this rule

Update All Cancel Reorder Actions

Using real-time analytics tools, LivePerson Enterprise identifies high potential prospects while they're still on site, and then adjusts the user experience in real-time to pique further interest and even disclose their requirements.