

# LIVEPERSON CONTACT CENTER

## Cost-Effective, Complete Contact Center Solution

There's no better way to earn customer loyalty than to provide them with superior service when addressing their questions. To do that, you need to make it easy for visitors to reach you and keep track of all of their interactions with your company. LivePerson Contact Center helps you do both.

## Multiple Channels for Reaching You

With LivePerson Contact Center, your customers have multiple methods for getting the answers they need quickly and easily. Moreover, all channels are fully integrated, providing for seamless escalation when necessary. And its unified interface helps your team work efficiently, with easy access to all time-saving features built into each channel at their fingertips.

**Live chat.** Provide visitors with personalized online assistance while they're still on your site. Explain product options and answer support-related questions. Make chat available whenever visitors request it, or proactively invite them to chat if you see signs of abandonment.

**LiveCall.** Bridge the gap between your website and visitors. Let visitors request an immediate phone call from an agent whenever they need help, or reach out to high-priority visitors proactively. LiveCall offers three convenient options for your visitors to reach a company representative: Click-to-Talk, Talk-by-PC and Inbound Calling. Choose the option that's best for your company – or implement all three. The choice is yours. All LiveCall interactions are loaded with features that enhance how your visitors experience your company, as well as the productivity of your agents.

**Email.** LivePerson's email management system adds efficiency to the way you manage and respond to email from your customers. All incoming messages are received in a central location where they're assigned and routed to the appropriate person or department using rules and conditions that reflect your company's workflow and processes. Eliminate manual processing of correspondence and improve response time by as much as 50 percent.

**FAQ/knowledgebase.** Help visitors find immediate answers to their questions using LivePerson's powerful combination of dynamic FAQs, category browsing features and search technology. It's self-service at its best. You can offer visitors seamless escalation to live chat or LiveCall if they don't find the exact information they're seeking.

## Product Highlights

**Real-time monitoring.** Real-time monitoring features help you determine the best visitors to engage. Select visitors based on their keyword searches, whether they're repeat visitors, buyers or chatters, recipients of one of your marketing campaigns, or even by the value of their shopping cart. Use this intelligence to boost conversion rates and build customer loyalty.

**Built-in tracking system.** Whenever a customer contacts you, a ticket is automatically created and assigned a unique ID number. A built-in ticket management center provides the foundation for tracking and resolution. All contacts concerning that customer (or issue) are stored in that single record. Advanced management tools, such as scheduled follow-up and task reassignment, ensure customers' inquiries never fall through the cracks.

The unified history provided by LivePerson Contact Center means your customers experience a coordinated response to their inquiry, regardless of how they contacted you, or how many agents on your end were involved in the resolution.

**Reporting and analytics.** Informative reports on individual agents and agent groups reveal valuable insight into your online initiatives. Review chat transcripts for common concerns and questions raised by your customers. Evaluate sales and operations metrics using LivePerson's comprehensive reports.

**Integration with third-party systems.** LivePerson Contact Center easily integrates with your CRM, billing and customer database systems. Eliminate time-consuming switching between screens and applications and gain immediate access to a visitor's customer information and account history. Chat agents can easily update a customer's record from information supplied during a chat.

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## Benefits

**Lower operating costs.** LivePerson Contact Center can help you lower your operating expenses by deflecting costly calls from your toll free number to the chat channel. The built-in tracking and email management features eliminates manual handling of customer inquiries, saving resources.

**Enhanced customer experience.** Provide visitors with multiple methods for getting the information they need immediately. Let them choose their preferred method for receiving help.

**Improved agent productivity.** Agents can help visitors resolve their issues faster by letting them “see” where they are on your site, and by having instant access to the complete history of issues.

**Increase conversion rates.** Provide real-time personalized assistance to customers. Answer questions, cross-sell and upsell orders.

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The screenshot displays a user interface for a contact center. At the top, there is a 'Knowledgebase' section with a search bar containing the word 'account'. Below the search bar is a list of five questions related to account management. Underneath the knowledgebase, there are two options for live assistance: 'Chat Live with Us' with a 'CHAT NOW' button and 'Talk by Phone' with a 'CALL ME' button. At the bottom, there is a 'Contact Us' form with fields for First Name, Last Name, Email Address, and Telephone, along with a large text area and a 'SUBMIT' button. A small profile picture of a woman is visible next to the chat and call buttons.

Self-Service Knowledge base  
Live Chat  
Live Call  
Email Management System

**STREAMLINING INTERACTIONS** across channels, LivePerson Contact Center enables you to deliver convenient service and support options to your customers. Whether you communicate via chat, email, VoIP, or self-service, LivePerson Contact Center manages all customer interactions from one central location.