

# LIVEPERSON PRO

## Overview

Watch what goes on in your online store in real time, reach out to visitors to offer help, and convert and upsell orders. There's never been a better way for small businesses to increase online sales, improve customer service, reduce operating costs and optimize marketing campaigns.

## Capabilities

**Live chat.** Provide visitors with personalized online assistance when they need it. Explain product options and answer support related questions. Make chat buttons available where visitors need them or proactively invite visitors to chat if they show signs that they might abandon an order.

**Real-time monitoring.** Identify the best visitors to engage based on click-through paths and/or keyword searches. Determine whether they're repeat visitors, buyers or chatters, respondents to a marketing campaign, or if they have items in their shopping cart. Use this intelligence on visitor behavior to boost conversion rates, build customer loyalty and hone marketing campaigns.

**Productivity tools.** Automated tools, such as desktop sharing, canned answers and push-page technology, improve agent efficiency and increase productivity. Chat agents can easily engage with more than one visitor, enabling personalized assistance to more visitors and reducing costs.

**Word-class performance.** LivePerson servers are managed and maintained to the highest standards of security and reliability. The same high-performance platform supports customers of all sizes — from small businesses to the largest of enterprises — enabling the most productive agents and the best visitor experience in the industry.

## Benefits

**Boost online sales by 20%.** By proactively engaging visitors who show signs of frustration or potential abandonment, small businesses have proven to dramatically increase conversion rates. Research shows that visitors who chat are three times more likely to buy, and their average order value is 35 percent higher than non-chatting visitors.

**Reduce service costs by 25%.** Agents can handle multiple chats simultaneously (vs. the 2-3 correspondence required to handle most issues via email.) Deflecting incoming inquiries to the higher, first-contact-resolution chat channel reduces total volume of interactions.

**Optimize marketing initiatives.** Use the Campaign Viewer to identify specific keywords, site referrals, and banner ads that generate the most visits, chats and sales. Obtain valuable insights for optimizing current initiatives. For example, the Creative Field displays which version of an ad visitors and buyers clicked to reach your site.

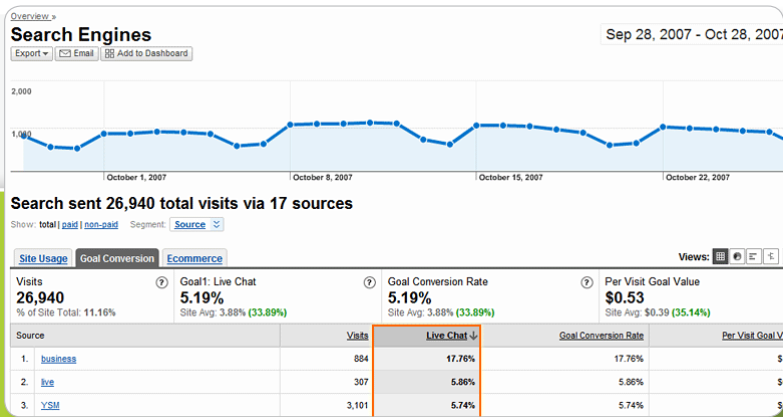
**Measure ROI.** Measure and report on the ROI of your chat channel with LivePerson Google Analytics integration.

### Product Highlights:

- **Campaign Viewer** – Track all of the many paths that lead to your site, enabling chat agents to instantly identify visitors who have responded to a marketing campaign.
- **Google Analytics** – Incorporate live chat statistics with the powerful Google Analytics reporting engine to measure and report on the ROI of your chat channel.
- **ROI Analytics** – Measure the ROI of your online marketing and sales initiatives by tracking the number of sales and revenue uplift that result from live chat and phone interactions.



# LIVEPERSON PRO



Comprehensive reports help you optimize your marketing initiatives.

Agent view of live chat

Pre-formatted ("canned") responses

Easy access to productivity tools; alerts, customer history, co-browse, geo-location

Obtain insight into search engine activity to maximize paid search and keyword buys

LivePerson Agent Console gives you a wealth of visitor information at-a-glance.

## About LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and expert advice. Connecting businesses and experts with consumers seeking help on the Web, LivePerson's hosted software platform creates more relevant, compelling and personalized online experiences. Every month, LivePerson's intelligent platform helps millions of people succeed online; more than 8,000 companies, including EarthLink, Hewlett-Packard, Microsoft, Qwest, and Verizon, rely on LivePerson to maximize the impact of the online channel. LivePerson is headquartered in New York City.

## Contacts

LivePerson, Inc.  
462 Seventh Avenue  
3rd Floor  
New York, NY 10018

T: 212.609.4200  
F: 212.609.4201  
consultation@liveperson.com  
solutions.liveperson.com