



HelpCaster®

Click to Chat

Deliver Immediate Online Customer Service from the Click of a Button

BENEFITS

Improve Customer Satisfaction.

Customers expect fast and accurate responses to questions they have while browsing your website. Providing them with live and immediate personal assistance from your website ensures these demands are met.

Ensure Quality Customer Service.

Monitor ongoing chats with customers in real-time and create historical transcripts on demand. View chat volume, received and missed chat sessions by date and time. Analyze these records to improve the quality of your customer service operation.

Increase online sales.

Place Click to Chat buttons in key locations on your website to provide customers with immediate assistance before and during the buying process to close more sales.

Improve Agent Productivity.

Support up to five customers simultaneously per agent. Utilize canned expressions and web page pushing functionality to ensure prompt and accurate responses to online inquiries.

Seamless Customer Support.

Click to Chat can be used in combination with HelpCaster Self-Response or HelpCaster Click to Talk to provide additional channels of customer service.

HelpCaster's Click to Chat connects your business with customers by enabling text chat from any website. The most effective way to assist web customers, gain customer loyalty, and increase online sales.

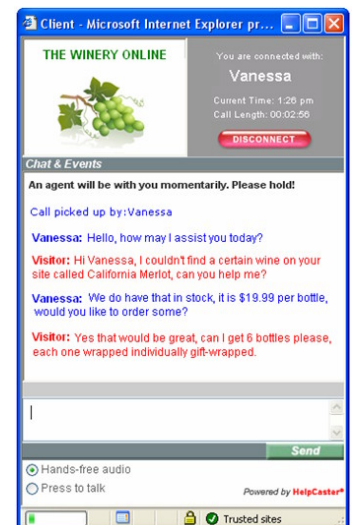
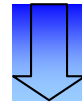
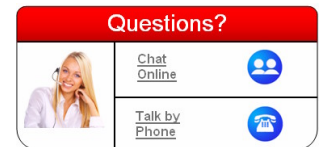
How does Click to Chat Work?

Click to Chat allows your web site visitors to chat with your customer service representatives instantly by clicking on a chat button embedded in your website.

Your agents will be waiting on the other end, logged in and ready to respond to chat requests.

Click to Chat enables your organization to provide instant and accurate answers to questions online customers may have. These may include questions about a product, online reservation, or an online form application.

The ability to respond to questions customers have while browsing your website results in increased sales and customer satisfaction.



Where will Click to Chat Help?

Click to Chat is a powerful solution for any organization with a website and customers. Providing timely and accurate customer service on your website means you are able to respond to the needs of your customers. This enables you to drive more sales, improve online form completion rates, and increase the satisfaction level of your customers. Click to Chat brings the in-store customer service experience to the internet. The following industries have already realized significant benefits:

Travel & Hospitality – Increased online bookings and improved customer service

Retail – Improved online sales and shopping cart conversion rates

eMarketing – Add interactivity to email campaigns to boost response rates

Finance – Providing instant customer service online.

Key Features and Benefits

Customer Experience

Page Pushing	Provide relevant and consistent information to customers by pushing web pages that open in their browser during chat.
Agent Details	Allow your customers to view the name and picture of the agent they are talking to for a more personal interaction.
Pre and Post Surveys	Create or customize your own surveys to send to customers before or after a chat session. View, analyze, and act upon the results.
Availability Indicator	Dynamically display the availability of online chat agent on the website. This can be based on the number of chat agents available, business hours, or both.
Call Back	Setup callback functionality if chat agents are unavailable, allowing customers to leave their contact information for a return call from your organization.

Agent Interface

Canned Responses	Send predefined text chat messages to your customers quickly and easily with the click of a button. These predefined responses are fully customizable.
Chat Transfer	Transfer customers easily between chat queues and individual agents.
Multiple Chat	Enables agents to chat simultaneously with up to 5 customers to improve chat handling efficiency and reduce wait times.
Availability Status	Allows agents to turn their availability for chat on or off.
Voice	Escalate the text chat to a voice conversation between the agent and customer using VoIP.
Collaboration	Escalate to a fully interactive collaboration session supporting rich features such as co-browsing and desktop sharing.
Customer Preview	Allows agents to view details on customers during the chat such as their name, email, and any other information collected prior to a chat session.
Typing Indicator	The typing indicator notifies the agent when the customer is typing a message.

Administration

Management	Create, edit, and delete chat agents. Populate a content library with web pages for pushing to customers. Define canned expressions to be used by agents. Setup available business hours for chat availability.
Queues	Setup and customize chat queues customers can be placed into. Assign agents to one or more of these queues.
Live Monitoring	View ongoing chats in real-time to ensure high quality service is being provided.
Full Reporting	Monitor ongoing chat sessions, produce full transcripts on past sessions. View the number of received and missed chats by date and time. Use this information to improve the quality and speed of the service offered.
Transcripts	View transcripts of live chat sessions or historical ones. Use these transcripts to measure agent customer service and productivity. Available to both chat agents and administrators.