

LIVEPERSON ENTERPRISE FOR SALES

Overview

LivePerson Enterprise for Sales is a third-generation engagement solution developed to maximize online sales and revenue opportunities by proactively targeting the right visitor with the right message at the right time in order to affect a desired outcome.

This comprehensive multi-channel solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to advance online sales initiatives, improve customer satisfaction, and deliver incremental contribution to the bottom line.

Capabilities

Engagement Marketing Methodology: LivePerson Enterprise monitors specific events, such as click-through paths, time on a page, previous visits and current account subscriptions – clues that indicate a visitor's propensity to purchase – and applies business rules to trigger proactive invitations to these pre-qualified leads.

Proactive Chat: Increase online conversions by reaching out to visitors whose online behavior indicates they will make a purchase if engaged by an agent. For instance, proactively invite visitors to chat who spend more than 30 seconds on a product comparison page.

Proactive Voice: Invite visitors who browse pages with complex or high value products to speak directly with a sales expert, or as an escalation path as part of a lead screening process. For instance, live chat agents can pre-qualify visitors based on potential, and escalate truly qualified leads to sales representatives who speak to the visitors on the phone.

Active Analytics: Score the visitors most likely to benefit from a live interaction using real-time data mining that leverages self-learning predictive modeling. Invitations are automatically prioritized based on visitor score; the more hot-lead conditions visitors meet, the more likely they are to receive an invitation.

Rules-based Engagement Engine: Continuously monitor visitors throughout their Web sessions using active, server-based rules to identify and engage high potential visitors who exhibit hot-lead or abandonment behavior patterns. For example, invite visitors who remove high-value items from their shopping carts to chat or speak with a product specialist.

Predictive Dialer: Automatically evaluate agent availability and send invitations only when agents have capacity to interact with visitors. By coordinating invitations with agent availability, contact centers can lower wait times and improve productivity by maintaining high agent utilization.

Comprehensive Reporting: Gain valuable insight into online sales and marketing initiatives with informative real-time reports on conversion rates, entry and abandonment points, navigation paths, invitation acceptance rates and rules effectiveness.

Deep Domain Expertise: With over 7,000 customers, LivePerson has more experience and domain expertise than any other vendor. LivePerson will shave years off the chat learning curve with best practices and industry benchmarking techniques designed to maximize performance and ramp productivity from the very beginning.

Benefits

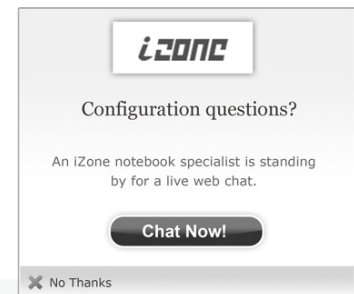
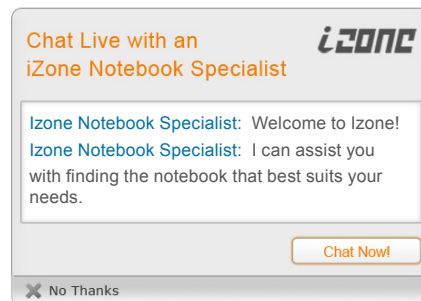
Increase conversion rates: Visitors who receive personalized assistance via live chat convert at higher rates and place higher value orders. Leverage LivePerson's business rules engine to implement an event-driven approach to online sales. Using behavioral targeting and analytics to prioritize audience segments most likely to respond, LivePerson Enterprise for Sales introduces helpful resources and relevant offers that motivate online visitors to take action. As a result, LivePerson customers enjoy a 20 percent increase in online orders and revenue, while maximizing customer delight.

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Chatting with product specialists gives visitors reassurance in their decision-making

Invitations are branded and presented in the context of the visitor's experience

Invitation content can be contextualized based on the page location of the visitor



Sophisticated business rules enable retailers to send contextualized invitations based on the visitor's current experience.

Reduce abandonment: Reach out to customers who stall or experience difficulties during an online transaction, and remove the obstacles that cause abandonment. Deploy LivePerson Enterprise to provide the clarification, information and reassurance that customers need to successfully complete the checkout, order or application process. Forrester Consulting recently found with one LivePerson financial services customer that chat-assisted application completion rates are 138 percent higher than self-service.

Increase average order size: Take visitor behavior (purchase history, site navigation and other key criteria) into account when introducing cross-sell and upsell offers to increase average order size. LivePerson's personalization technology and skills-based routing features enable organizations to maximize cross-sell opportunities and increase average order value (AOV) by approximately 35 percent.

Maximize ROI: Track channel performance and measure key performance indicators (KPIs) to identify opportunities for improvement. Detailed reports on conversion rates, abandonment points, rules effectiveness, and campaign performance allow e-commerce executives to analyze the solution's effectiveness and make changes on-the-fly, rendering better results and higher conversion rates. Forrester Consulting

recently reported that a LivePerson customer achieved 295% percent ROI from proactive sales chat with a payback period of six months.

About LivePerson

LivePerson is a provider of online engagement solutions that facilitate real-time assistance and trusted 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 7,000 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.

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