LIVEPERSON ENTERPRISE FOR SERVICE

Overview

LivePerson Enterprise for Service is a third-generation engagement solution developed to drive cost efficiencies in the contact center by identifying customers who are struggling with their self-help experience, and proactively connecting them to a live customer care specialist.

This comprehensive multi-channel solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to increase first contact resolution, improve customer satisfaction and reduce attrition rates.

Capabilities

Dynamic Chat: Place chat buttons on sections of the website where emails and costly calls to the contact center are targeted for deflection, giving the customer a choice of engaging immediately with a live chat agent, versus waiting for an email response or being placed on-hold in a phone queue. For instance, include a click-to-chat button on the "Contact Us" or FAQ pages, or even on specific knowledgebase articles targeting problem types that typically have high contact rates. The chat button is visible only when agents are available to chat, ensuring that help is offered solely when it can be delivered quickly and efficiently.

Proactive Chat: Target specific behaviors that indicate when customers are struggling to complete their transactions online, such as visitors encountering username or password errors when attempting to log into authenticated self-help websites, or clicking through multiple FAQ articles in a short period of time. The proactive engagement of a live chat agent increases the opportunity for first contact resolution, unlike email, which delivers only a 40 percent first contact resolution, with the majority of issues requiring multiple follow-up correspondences

Proactive Voice: Target valued customers for a "white glove" experience. For instance, provide click-to-talk invitations to customers who are identified as 'platinum' level, allowing them instant access to top agents for any potential need or question.

Or, proactively engage customers who indicate their intent to cancel their accounts, giving specialized agents the opportunity to 'win' back the business.

Rules-Based Engagement Engine: The LivePerson rules engine enables customer support organizations to target specific behaviors that typically result in a poor customer experience, and proactively connects them to an agent at the moment of need. Customize invitations to the issue area being addressed to assure visitors that they will receive the assistance they need. The rules engine continuously monitors visitors throughout their Web sessions using active, server-based rules, ensuring that targeted issues receive the attention they deserve.

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 customer care issues with informative, real-time reports on abandonment points, invitation acceptance rates and rules effectiveness. Use exit survey data to associate dissatisfied customers with the reasons that drive their unhappiness to implement change processes that will improve the overall customer experience

Benefits

Foster long-term customer loyalty and satisfaction: LivePerson Enterprise promotes customer-centricity, a critical driver of customer satisfaction and retention in today's competitive environment. LivePerson's ability to deliver online personalized assistance to the right visitor at the right time ensures customer satisfaction and cements loyalty. In fact, LivePerson customers have realized customer satisfaction rates of greater than 80 percent.

Reduce service costs through efficiency: 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.

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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.

Quickly connect visitors with the right service representatives: Collecting pre-chat data enables contact centers to route visitors to agents who have the right skill set to resolve their issues. All customer identification information collected in the survey is passed to the agent automatically, reducing the time to issue resolution.

Enhance self-help tools by providing an option to chat: Enhance online self-help tools by providing easy escalation paths to a live representative. Using business rules, enterprises can proactively target customers who search on critical issue areas and invite them to chat or speak with a service representative who can help them resolve their issue immediately.
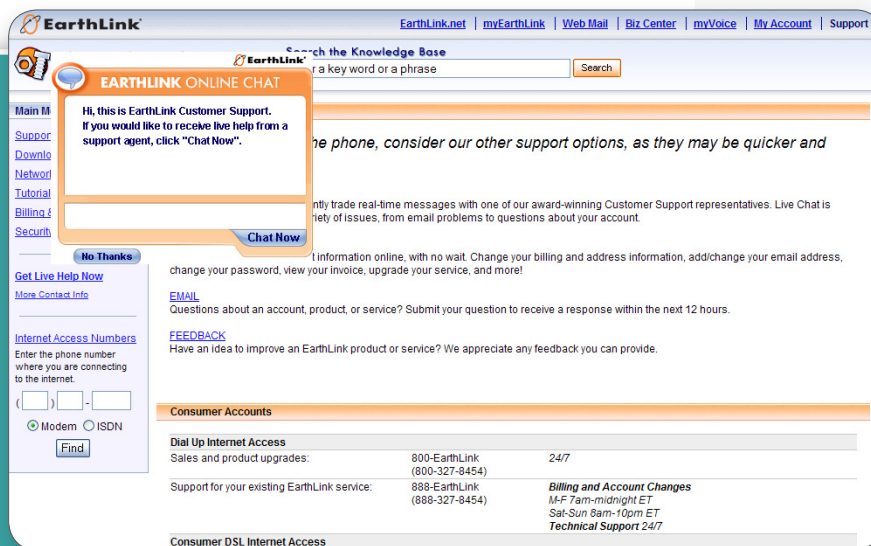
About LivePerson

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 YorkCity.

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Using LivePerson Enterprise, EarthLink identifies and engages visitors most likely to abandon self-help or call for assistance and proactively offers an immediate, text-based live chat with a customer support expert.

LivePerson's predictive dialer ensures that visitors only receive chat invitations when agents are available, and skills-based routing features match visitors with appropriate agents.