

New Possibilities

for Extending LivePerson Solutions

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LivePerson intelligent engagement solutions have proven to deliver significant ROI for online businesses of all sizes, currently monitoring more than 1 billion visits and handling 9 million chats per month via 50,000 agents worldwide. And this volume is driven by engagements with only one percent of customers' website visitors.

By opening up the LivePerson platform, customers will have new opportunities to deliver increased sales and more efficient customer support for the other 99 percent – within and beyond the browser. By enabling new application development by third parties, customers and partners can deliver different engagement types to touch and influence a far greater percentage of website visitors – and engagements are no longer limited to a website.

From rich visitor intelligence and targeting to real-time interactions to the valuable content and insights that transpire in a chat session, LivePerson's core services represent significant opportunity for new and innovative applications to be built and integrated to further drive online sales and service initiatives.

Application Possibilities

The LivePerson platform enables the development and delivery of SaaS applications that:

Extend the reach of visitor intelligence and engagement to any Internet-enabled application or device. Now, intelligent engagement can happen beyond a brand's website, offering interactions via mobile devices, desktop or server-based applications, and social networks, as well as the ability to embed real-time monitoring and targeting to benefit any application.

Enhance visitor experience with greater customization of chat invitations and windows for consistency with website design in order to increase acceptance rates.

Accelerate integration with complementary third-party business applications, such as CRM, contact center and web analytics, leveraging intelligent business rules.

Maximize valuable information and insights gleaned from visitor chat sessions to boost site traffic, improve agent performance, and better understand a variety of business drivers, including customer needs, online behavior, competitive landscape, product gaps, service concerns and process issues.

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Extend Reach

Mobile Applications

LivePerson customers can now maximize LivePerson agent resources and deflect costly service calls by extending the reach of chat agents to support consumers through companies' mobile applications or websites (**see Figure 1**).

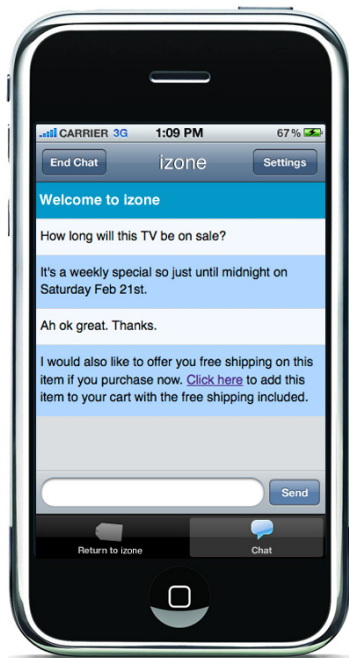


Figure 1

Another mobile application possibility is the ability for agents to handle chats in a simplified agent console experience from a smartphone (**See Figure 2**).

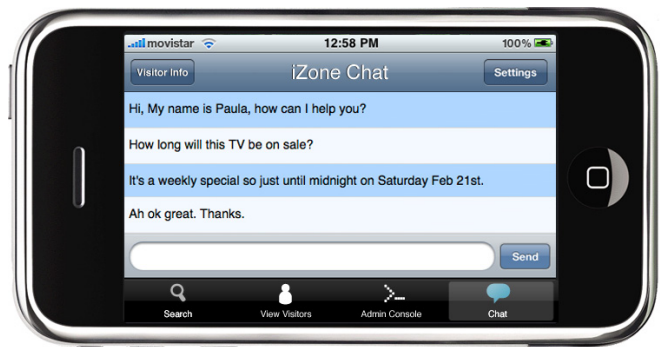


Figure 2

And finally, companies can now offer the use of short codes to text with a LivePerson agent from any mobile device. A recent Nielson Phone Proliferation report indicates that 97 percent of mobile devices are text-capable, while only 27 percent are web-capable and 15 percent app-capable. Additionally CNET reports that more than 250 million mobile users are still using non-smartphones. LivePerson preferred partner Air2Web offers an application, AirCare Mobile Assist, enabling visitor-side chat with LivePerson agents (**see Figure 3**) to support promotional messaging, customer service inquiries, and additional use cases such as:

- IVR-to-chat redirection
- Resume website chat session via agent-specific short code
- Service outages
- Delivery confirmations
- Flight cancellations



Figure 3

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Desktop Applications

Another example of how LivePerson is extending the reach of interactions to reduce customer service costs is characterized by integration with desktop applications. Leveraging the instant messaging (IM) protocol XMPP, the standard protocol powering several IM clients, such as Google Talk, iChat and Trillian, companies can enable their consumers to add a support contact within their preferred IM client (see Figure 4). A consumer would simply chat via IM with an agent in the same way as any other friend or contact.

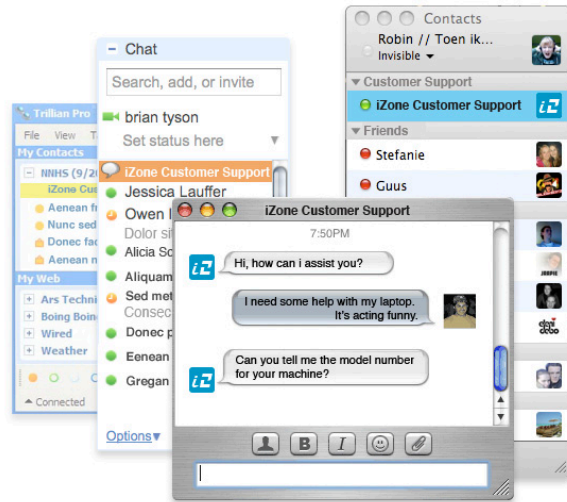


Figure 4

It is now also possible to embed the option to chat within the Help menu of a desktop software application (see Figure 5). The appearance of the menu item can be controlled by business rules based on user actions within the application. In addition to customer satisfaction implications, the costs associated with supporting new users and product returns can be avoided with a higher touch start-up support option. This functionality could also be extended to create an additional revenue stream, as advanced or corporate users using complex applications may be willing to pay a subscription or usage fee for immediate access to an application expert.

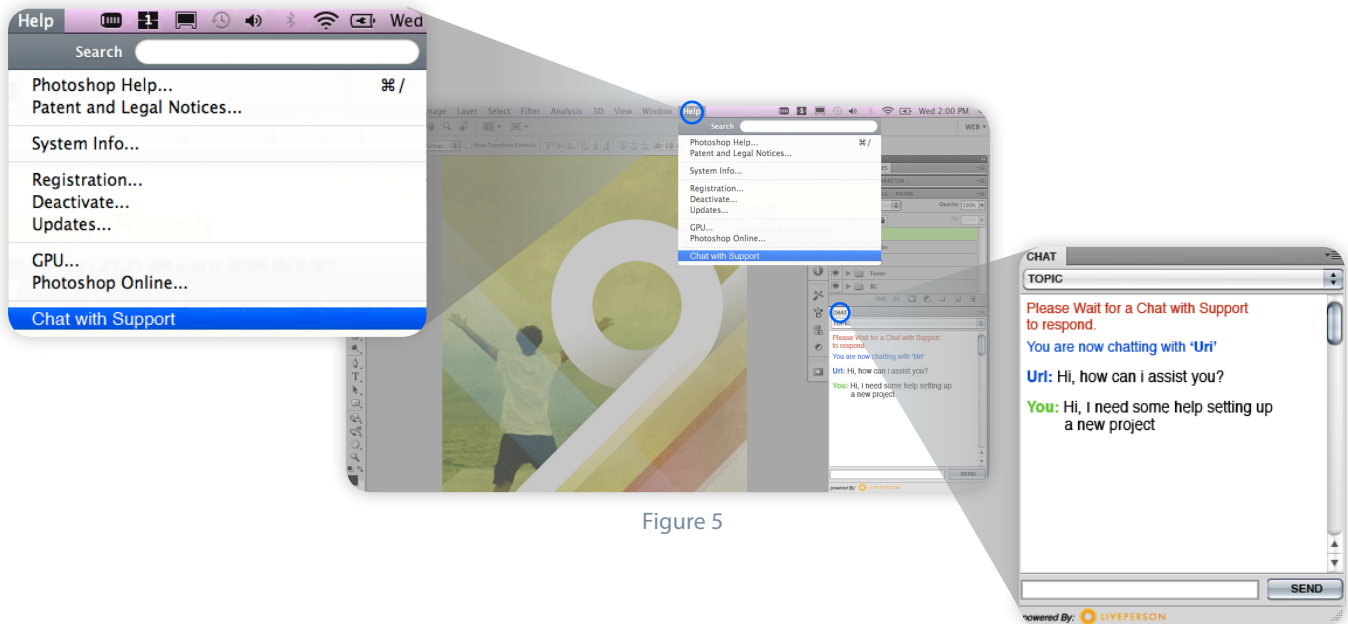


Figure 5

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Social & Community Applications

LivePerson live chat interactions are now possible through social and community spaces in order to boost time to response, minimize negative public brand exposure and increase overall customer satisfaction.

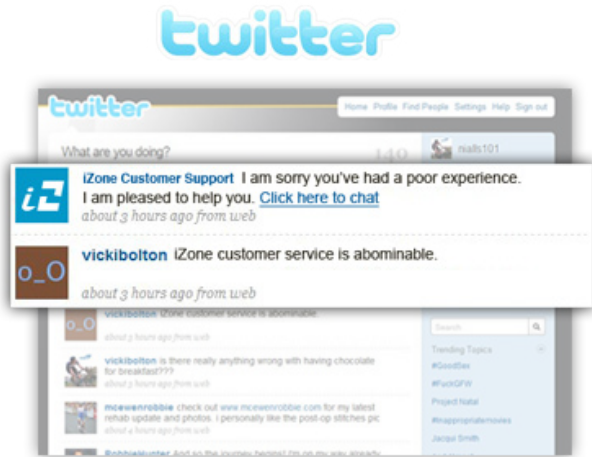


Figure 6

LivePerson has created an application focused on minimizing the impact of and engaging with “brand assassins” within the Twitter network. The application monitors for keywords, and when a consumer’s tweet includes one of those keywords, replies instantly with predefined text offering a link to connect with an agent in a secure and private chat session to resolve any issue (see Figure 6).

Lithium, the leading provider of social CRM solutions, can also support LivePerson interactions – with the right prospect at the right time – to maximize customer satisfaction and reduce sales cycles. For example, the combination of LivePerson and community solutions can work together to influence a prospect during the product consideration phase. A consumer may search for a new smartphone model within Google and one of the search results links to a manufacturer’s user community where peers have been discussing key comparison points between smartphone models. The consumer may add some questions to the thread, at which time, business rules drive the appearance of an option to chat within the page (see Figure 7). Business rules could be driven by keywords, time on page or other variables.

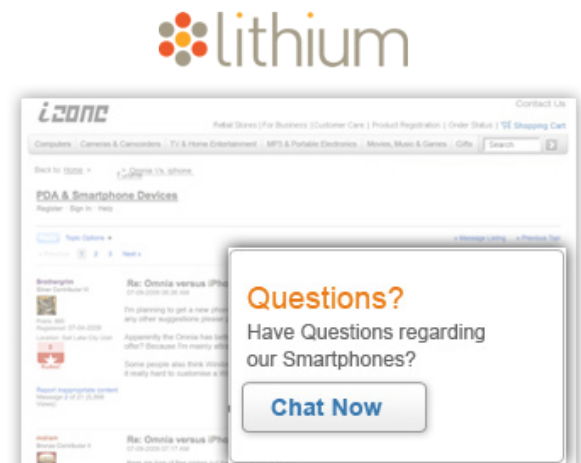


Figure 7

Quorus

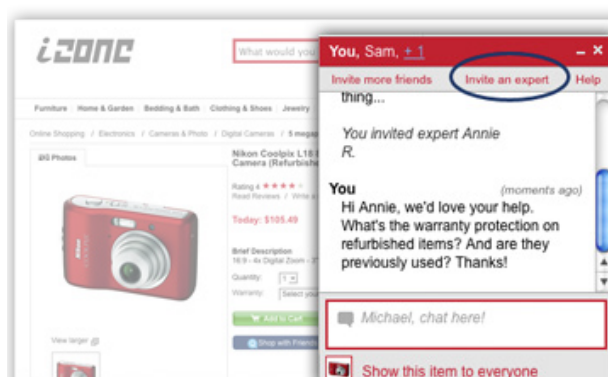


Figure 8

Another social application for LivePerson involves integration with Quorus Discuss, a social shopping tool that allows consumers to shop and converse with friends, directly from within a brand’s website. As product questions arise while making the purchase consideration, friends have the option to invite a product expert, the LivePerson agent, into a multi-way session (see Figure 8).

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Enhanced Visitor Experiences

The creation of new chat windows is now possible, as is the manner in which invitations are visually presented in the browser. An example of this functionality, designed to increase chat invitation acceptance rates, is a Lightbox design (see **Figure 9**). When the chat invitation is presented to a hot lead, it becomes highlighted while the webpage fades to grey.

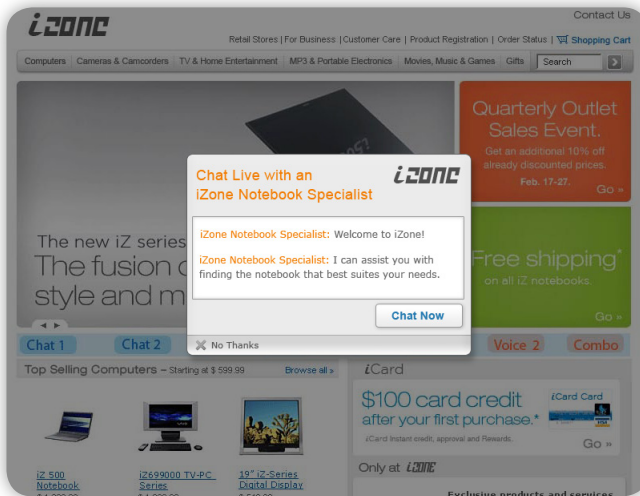


Figure 9

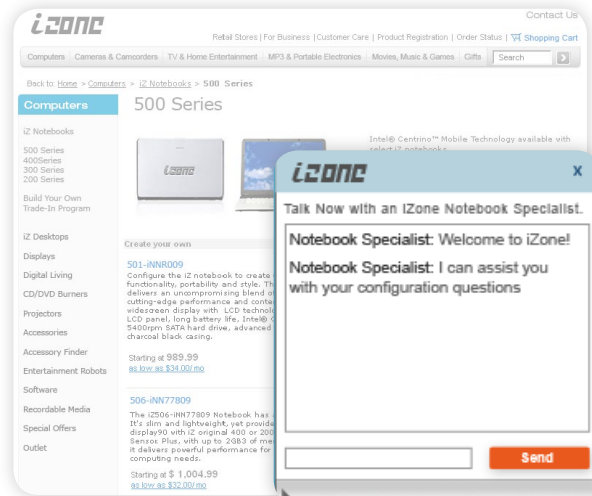


Figure 10

As you have seen in **Figure 5**, LivePerson is now enabling a high degree of customization for the LivePerson browser chat window, including support for Flash based development. In addition to maintaining consistency with site design, windows can also now be displayed as an embedded page element. When the visitor navigates to another page, the chat window relocates to an overlay position and follows the visitor (see **Figure 10**). Aside from promoting a seamless visitor experience, embedded chat windows foster an increase in chat interactions after invitation acceptance, as the window is more inviting and less likely to be confused with a pop-up ad.

New Possibilities for Extending LivePerson Solutions

Accelerate Integration with Intelligent Business Rules

Business Application Integration

Business-critical sales, marketing and contact center applications are now able to utilize LivePerson's core intelligence capabilities to help online businesses:

- Gain one view of the customer
- Boost agent productivity
- Improve customer experience and satisfaction
- Streamline measurement and reporting

For example, today, there are LivePerson customers who pass LivePerson variables to Omniture in a variety of ways. LivePerson and Omniture are now working together to establish a standard and easy-to-deploy approach to publishing chat funnel data to Omniture for streamlined website and online campaign reporting (see Figure 11).

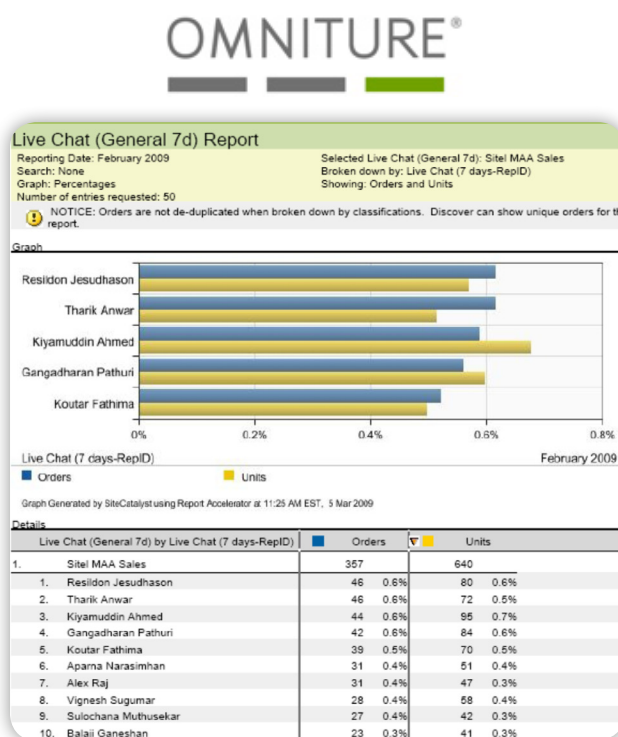


Figure 11

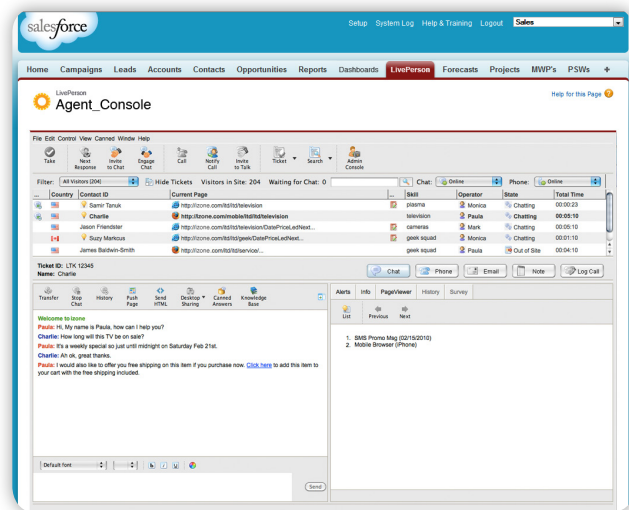


Figure 12

Likewise, today, we are able to leverage business rules to draw CRM application information into the LivePerson Agent Console so that chat agents have critical prospect and customer data at their fingertips while chatting. However, using the same enabling technology for agent-side chat on mobile devices, customers and partners will soon be able to build the LivePerson Agent Console into popular CRM applications such as Salesforce, Netsuite and Microsoft Dynamics, boosting agent efficiency by providing chat related details where agents live (see Figure 12).

New Possibilities for Extending LivePerson Solutions

Enhanced Targeting with More Visitor Intelligence

LivePerson partner Demandbase offers a Business Identification plug-in that provides online businesses with the most accurate information on a visitor's company, industry and size, upon which to base business rules, and ultimately, maximize the customer experience and agent utilization. Demandbase marries LivePerson real-time visitor information (path, time on site/section/page, geolocation, history) with company-specific information to enhance targeting of the right visitors with the right agent to drive purchase decisions or deliver an optimal support experience. Specific company and location information can be used to target visitors for engagement and route chats to agents with particular industry expertise, or to individuals responsible for a specific account (see Figure 13). The agent has visibility into more characteristics of the visitors with whom they are chatting and, therefore, can provide visitors with the right level of service and information.



Figure 13

New Possibilities for Extending LivePerson Solutions

Maximize Chat Transcript Content

Voice of the Customer

The combination of structured and unstructured data can deliver “voice of the customer” value to online businesses. The ability to mine visitor and outcome data and associate transcript data helps to identify topics relevant to each segment (see **Figure 14**) and opportunities for improvement. Key themes from chat transcripts can also be mined to perform chat behavior analysis (see **Figure 15**).

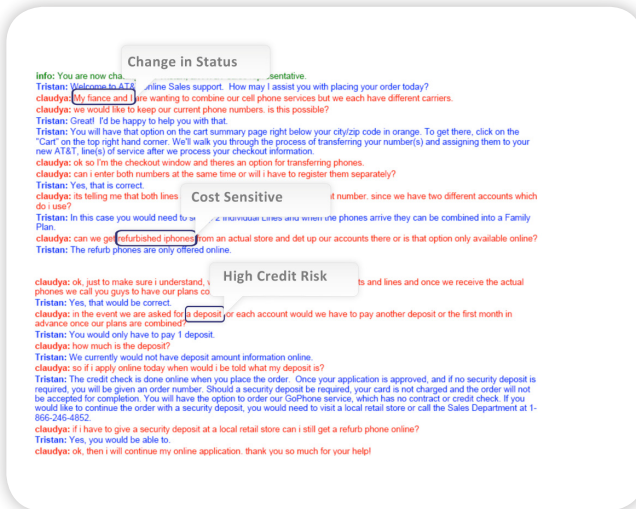


Figure 14

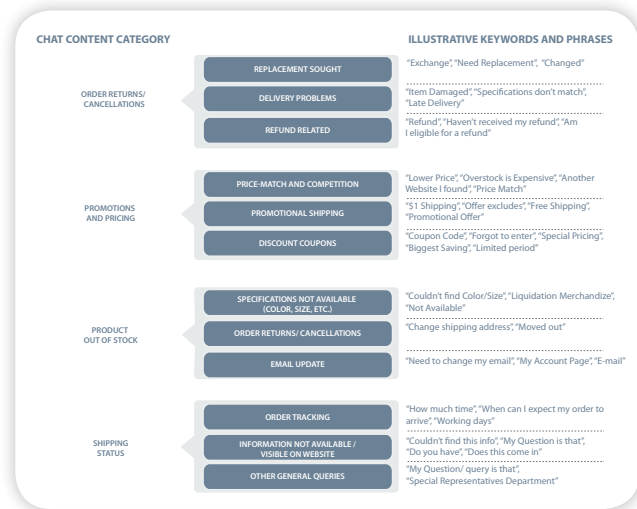


Figure 15

Companies can now leverage chat transcripts for agent optimization (see **Figure 15**):

- Use session and interaction data to identify correlations between key operating metrics
- Use correlated metrics to identify top and bottom performers
- Use automation to “read” chat transcripts to leverage content of top performers as basis for optimization

Additionally, transcript data can be used as the basis for conducting real-time focus groups:

- Use session and interaction data to identify opportunities to optimize products, pricing, packaging, competitiveness
- Session data allows companies to segment visitors based on behaviors and session outcome (i.e., converted or abandoned)
- Transcript data allows company to identify key drivers of outcome (i.e., conversion or abandonment) in the “voice of the customer”

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Search Engine Optimization

LivePerson chat transcripts can also be used to add value to a company's search engine optimization initiatives, as they can be strong indicators of the best search words for an online brand. LivePerson customer 1-800-FLOWERS gathered their chat transcripts, scrubbed them for sensitive information, and published to where they are picked up by Google. In **Figure 16**, a visitor searches for orchids' and, as a top return in Google, visitor clicks through where there are multiple transcript summaries on the topic of 'orchids'. Further, the visitor can drill down to view each transcript. The results for 1-800-FLOWERS have been improved search rank and increased traffic/impressions.

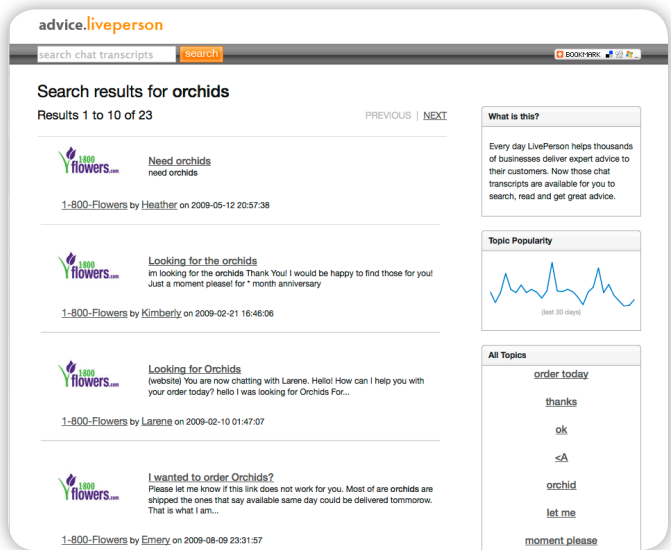


Figure 16

Conclusion

As you can see, by leveraging the LivePerson platform, new and innovative applications can be built and integrated to further drive online sales and service initiatives. And these are only a sampling of new LivePerson application possibilities. More exciting applications developed by LivePerson and its partners can be found in the LivePerson **Apps Marketplace**.

If you have application ideas to enhance and extend an existing business application or LivePerson solution, we invite you and/or members of your development team to join our **Developer Community**. Here, you will learn more about LivePerson APIs, start building your application, and collaborate with corporate developers, partners and other LivePerson experts.