LIVEPERSON PREMIER

Overview

With LivePerson Premier, midsize businesses enjoy a comprehensive, flexible toolkit for targeting prospects, closing and upselling orders, boosting customer satisfaction, and measuring results - with maximum agent productivity. LivePerson Premier is suited for companies with moderate website traffic and dedicated contact centers with moderate email and/or phone volume.

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 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. LivePerson ensures the greatest number of orders per agent labor hour by matching supply and demand to maximize the number of engagements per hour. Intelligent business rules monitor visitor behavior, and proactively invite hot leads to chat if they show signs of needing product advice or abandoning an order.

Likewise, a combination of sophisticated targeting, intelligent business rules and skills-based routing enables customer service departments to proactively deflect issues, typically resulting in calls or emails, to the more cost-effective live chat channel.

Intelligent, real-time 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.

Measurement and reporting. Gain valuable insight into online sales initiatives and customer care issues with informative real-time reports on conversion rates, entry and abandonment points, navigation paths, invitation acceptance rates and rules effectiveness, service queues and agent performance. 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.

Why LivePerson Premier?

- Industry-specific advanced rules for time-based and abandonment behavior
- Tailor invitations based on pre-determined conditions
- Transfer chats between lines of businesses, departments or companies
- Operational reports: service queues, agent activity, handle times

World-class performance. LivePerson servers are managed and maintained to the highest standards of security and reliabilty. 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.

Flexible, hosted solution. LivePerson Premier is easily adapted to support the needs of growing sales and service organizations. And, there's no need to hire and train dedicated IT resources to implement and manage the program.

Benefits

Boost online sales by 20%. By proactively engaging visitors who show signs of frustration or potential abandonment, midsize 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% higher than non-chatting visitors.

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Reduce service costs by 25%. Higher service levels are delivered at lower costs by increasing issues handled per labor hour with live chat. 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.

Foster long-term customer loyalty and satisfaction. LivePerson Premier promotes customer-centricity, a critical driver of customer satisfaction and retention in today's competitive environment. Delivering 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.

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.
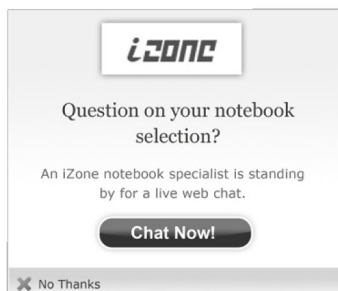
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About LivePerson

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.

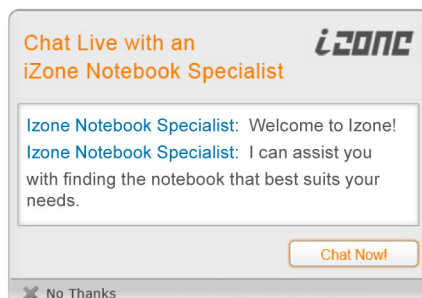Chatting with product specialists gives visitors reassurance in their decision-making

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

iZone

Question on your notebook selection?

An iZone notebook specialist is standing by for a live web chat.
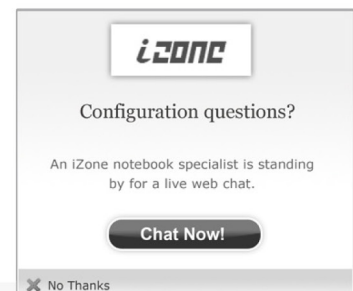
Chat Now!

✖ No Thanks

Chat Live with an iZone Notebook Specialist

iZone

Izone Notebook Specialist: Welcome to Izone!
Izone Notebook Specialist: I can assist you with finding the notebook that best suits your needs.

Chat Now!

✖ No Thanks

iZone

Configuration questions?

An iZone notebook specialist is standing by for a live web chat.

Chat Now!

✖ No Thanks

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

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