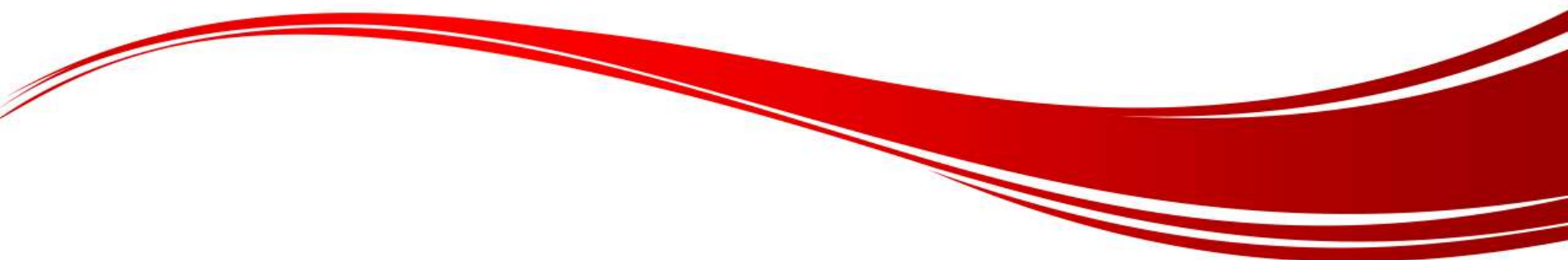




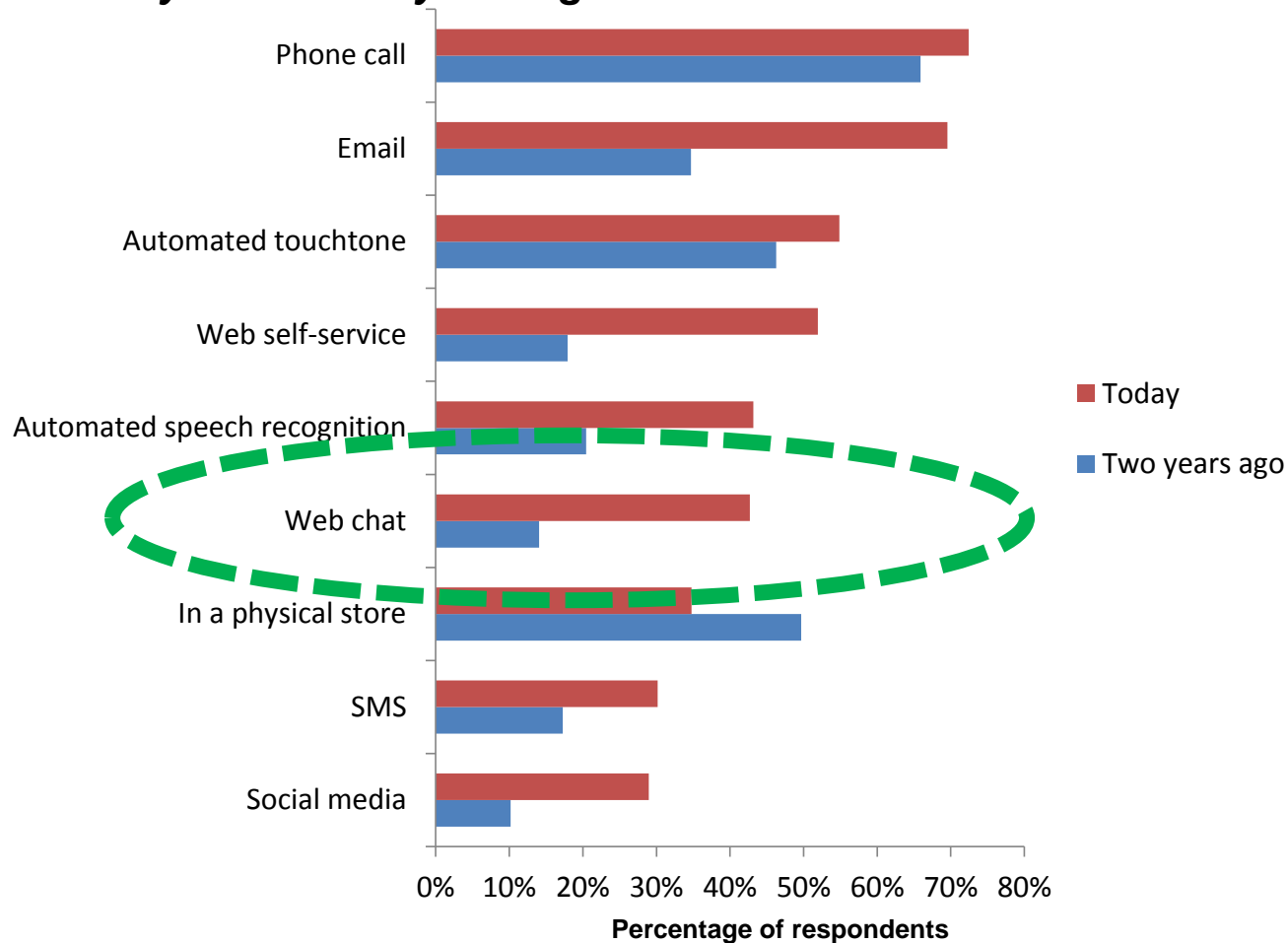
Reducing Customer Effort with Chat

Richard McCrossan



Which channels are important?

**Q: When you seek advice, how do you get assistance?
What did you use two years ago?**



N = 4086
Source: Ovum

Chat use cases



- Proactive
- Mobile
- Social
- Co-Browse
- Blending

“Journey Appropriate” Human touch

Right Channel

Right Person

Right Time



Proactive Engagement in Action

The image displays a web browser window showing the Genesys Proactive Engagement overview page. The browser address bar shows the URL: `www.genesyslab.com/products/proactive-engagement/overview.aspx?ht=`. The page header includes the Genesys logo, contact information (Call 1-888-Genesys | 1-888-436-3797 | Log in), and navigation links (Customer Stories, Webinars, Blog, Contact Us, Request a Demo). A secondary navigation bar includes Support, Partners, and About Genesys.

Overlaid on the browser is a "Genesys Chat - Mozilla Firefox" window. The chat window title bar shows the URL: `demosrv:8081/frontend/wmresources/chat_registration.html?visit_id=cb90296b-d2c`. The chat interface contains the following text and form elements:

Please enter your contact details, and click Start Chat button.

Next available customer representative will be with you shortly

First name:

Last name:

* Email:

Fiddler: Disabled

In the background, a process flow diagram illustrates the proactive engagement cycle:

- Monitor**: A box labeled "Web Monitoring Service" with a laptop icon.
- Process Event (Orchestration)**: A box with a laptop icon.
- Engage**: A box with a headset icon.

The flow is: Monitor → Process Event (Orchestration) → Engage. A feedback loop labeled "Engage with Customer" points from the Engage step back to the Monitor step.

Below the diagram, a chat window snippet shows the text: "o. Would you like help with pack selection? Techxperts are able now to answer your questions." and buttons for "Chat" and "No Thanks".

Agent Desktop (Interaction Workspace)

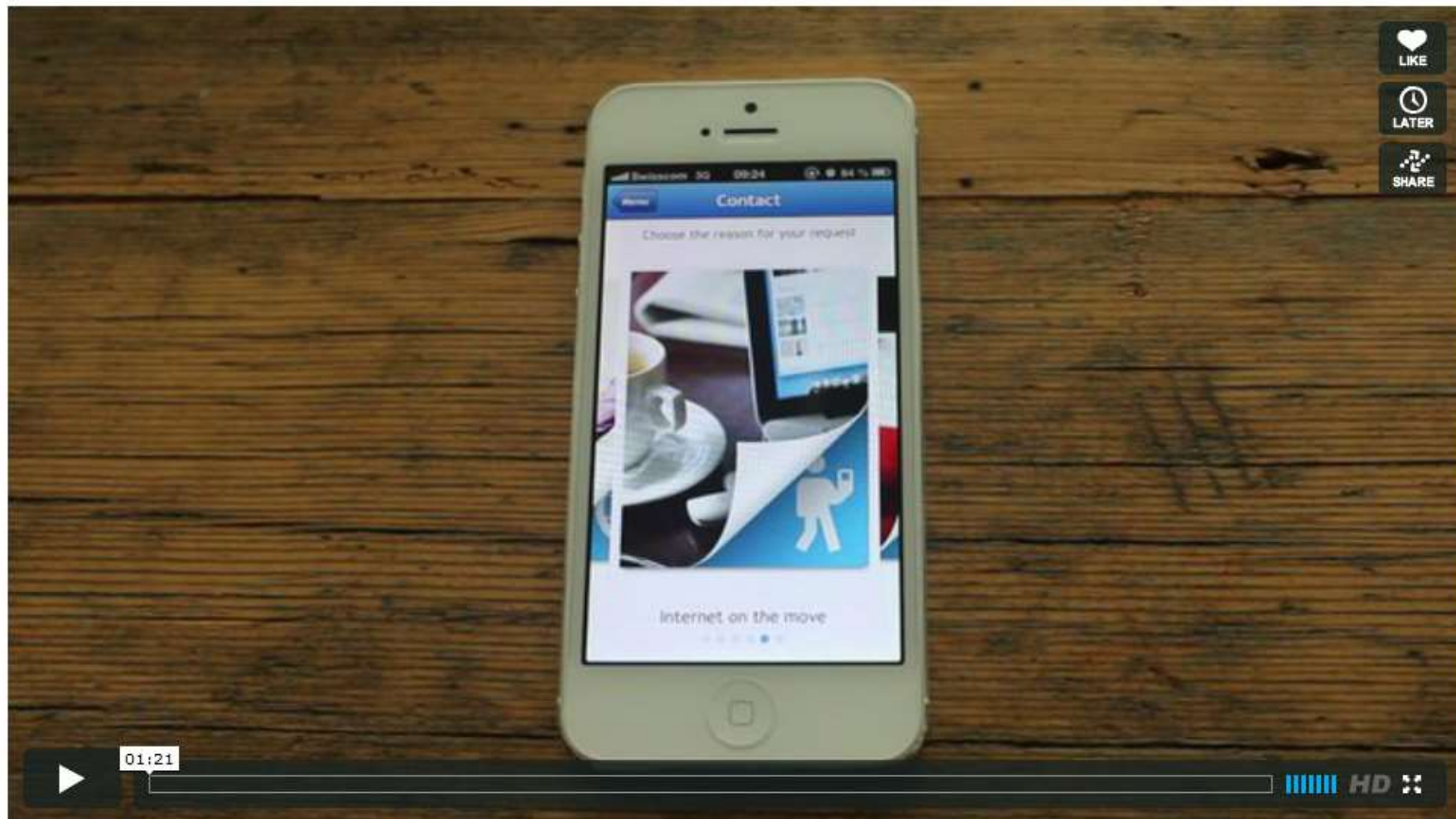
The screenshot displays an Agent Desktop interface. On the left, a chat window titled "Joe Chat" shows a conversation log with timestamps and messages. The main area shows a preview of the Genesys website, featuring the Genesys logo, navigation menus, and a section titled "Proactive Engagement" with a diagram illustrating the process of monitoring and qualifying prospects.

Chat Window:

- Origin: Inbound chat
- Current Web Page: Web Engagement | Genesys
- Engagement Start Page: Call Center Software | Hosted C
- Activity: Current Visit
- Case Information: [9:07:59 AM] New party 'Joe Chat' has joined the session; [9:08:10 AM] New party 'Kristi Sippola' has joined the sess; [9:08:33 AM] Kristi Sippola: Hello; [9:09:47 AM] Joe Chat : Hi, I am interested in learning m about Web Engagement

Website Preview:

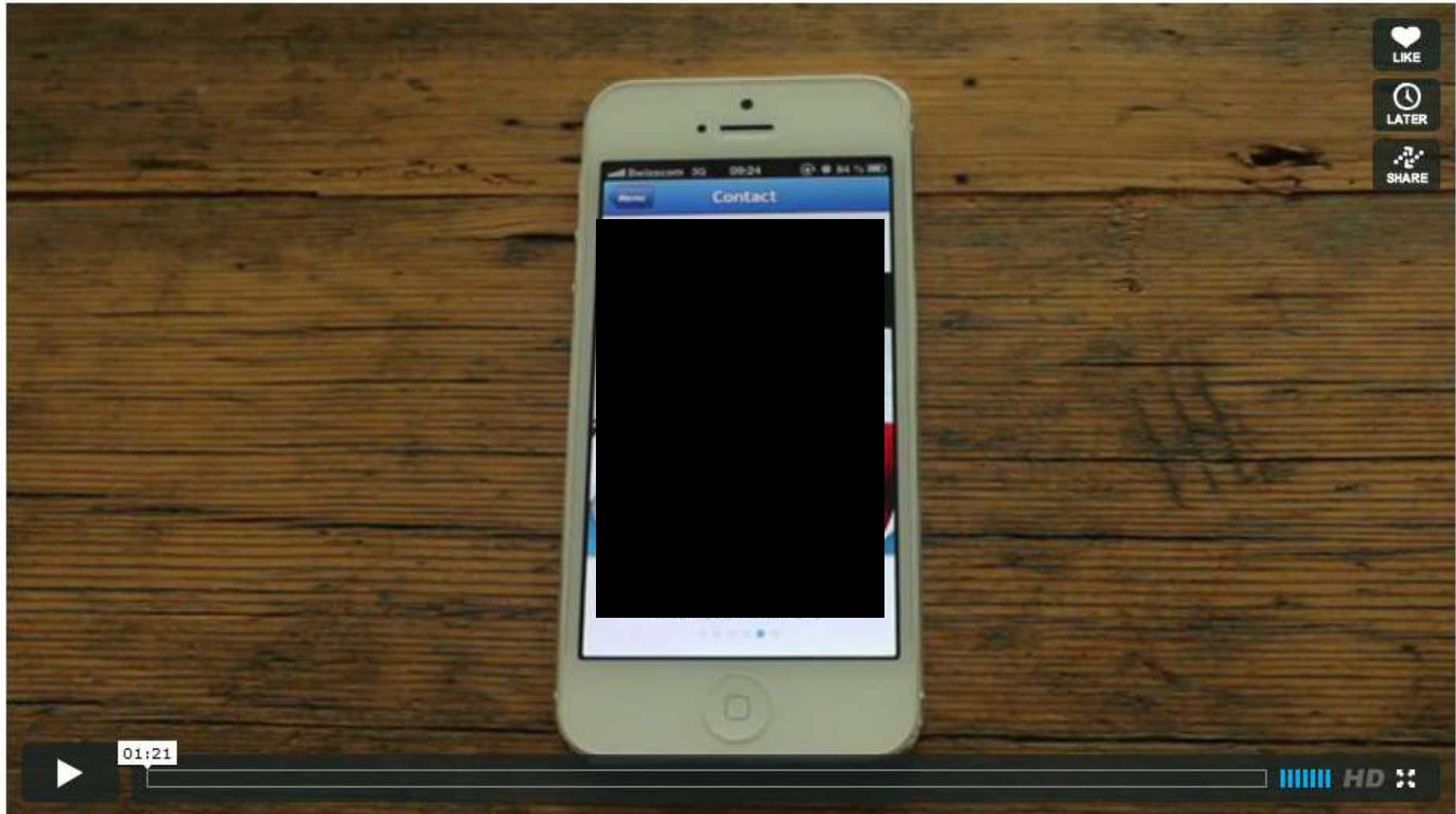
- Call 1-888-Genesys
- Customer Stories
- Products | Solutions | Services | Training | Support | Partners
- Home > Products > Web Customer Service > Proactive Engagement
- Proactive Engagement**
- Convert Web Sales Through Customer Insight and One-to-One Interactions
- Genesys Proactive Engagement matches your prospective customers with the best person at the precise moment when intervention means the difference between an abandoned shopping cart and a new
- Monitor
- Web Monitoring Service
- Qualify
- Home > Products > Web Customer Service > Web Engagement



Get in Touch with Swisscom

from **Swisscom Labs** PLUS 2 months ago NOT YET RATED

Great Alternative to the call on the Swisscom Hotline, this video shows the smart way to get in contact with Swisscom. Either through a phone call, or a mobile chat or on the Swisscom Community.



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Cross Channel Conversations & Chat

Customers use multiple channels. Chat is just one of them.

Journey-aware chat drives sales/retention up & cost down

Route, Manage & Measure Chat to deliver on SLA.

Blend Chat with other Channels for better productivity

Integrated Forecasting & Scheduling for Chat

Call to Action – www.genesyslab.com

Call 1-888-Genesys | 1-888-436-3797 | Log in | Select Region



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Email, Chat & Co-Browse

Web Collaboration & Live Chat Customer Service

Using Genesys integrated solutions for email, chat and web collaboration, you can add online channels to customer interactions while enjoying the benefits of an integrated platform and a consistent view of the customer.

Genesys Social Engagement

Automates the process of listening, prioritizing, determining value, routing, and reporting of social media interactions

Watch The Email, Chat & Co-Browse Demo

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