

LIVEPERSON MULTI-CHANNEL SOLUTIONS

Background

As more and more consumers and business customers look to the Web as their main source for evaluating products and vendors, enterprises need to optimize their ecommerce sites to provide the same level of personalized service as offered by face-to-face meetings with a sales representative. Trust is critical, and a bond between the visitor and the site must be established.

For some visitors, that bond is best established via a phone call, while with younger demographics, it may develop from a live chat. Many others are best served by starting with one channel and escalating to another, particularly if the topic at hand is a complex product matter or customer service issue.

Offering multiple channels for communication enables the enterprise to engage with visitors in each visitor's channel of choice. More importantly, the initial connection – initiated by the visitor by the very act of coming to the site – is never broken, even as he or she progresses from browsing to chatting to speaking with a company representative.

This level of accommodation is essential for enterprises seeking to turn website visitors into loyal customers. This is why LivePerson offers a multi-channel solution with seamless escalation between each channel.

Service Overview

LivePerson multi-channel solutions are built on the LivePerson Enterprise third-generation online engagement platform, enabling enterprises to:

Align business objectives with channel. Using a sophisticated rules engine, enterprises can identify high-potential leads and apply high-value resources to the most qualified. For instance, a visitor who discloses his or her contact information after visiting a high-value product page may be presented with an invitation to speak with a sales specialist. Likewise, mid-range and lower price point products can be serviced via live chat.

Provide visitors with a choice of channel. LivePerson multi-channel invitations enable enterprises to accommodate their customer's preferred channel of communicating; Gen X visitors may prefer live chat, while their parents may prefer to speak with a service representative. Or, enterprises can leverage business rules to provide a channel that is most appropriate to the visitor scenario based on historical data. For instance, visitors experiencing a log-in error can be presented with a click-to-talk invitation.

Escalate from chat to voice. Seamless escalation between the channels enables enterprises to lead visitors to a more specialized resource once specific criteria are met. For example, a high-tech provider uses live chat to pre-qualify visitors. Once visitors meet specific criteria, they are transferred to a high level sales representative to continue the engagement via voice. When visitors escalate between channels, all details of their previous interactions are forwarded to the agent who next engages with them, giving the agent instant insight into the visitors' concerns.

Customer Success Metrics

Enterprise customers who have implemented LivePerson multi-channel engagement solutions report the following benefits:

- 25% lift in conversion rates
- 20% increase in average order value
- 20% overall sales conversion rate



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Applications

Reduce abandonment using rules that target specific behavior. An enterprise-class travel provider targets visitor behavior that indicates abandonment behavior, such as visitors who back out of a booking process, experience data entry problems, or conduct multiple searches with items already in their cart. Based on these behaviors, visitors are invited to speak with a travel specialist.

Sell high value products via voice. Enterprises can focus high value or dedicated product experts to those visitors most likely to require them. For instance, LivePerson can display a click-to-talk button to visitors who linger on a product page with high-value items.

Assist visitors in completing online purchase. A large telecommunications provider offers various bundles of home phone, Internet and television service options. Visitors sign up for services online. Business rules are deployed to identify visitors who are experiencing problems with the purchase process, and are invited to engage with a product specialist. A multi-channel invitation lets the visitors choose the channel they'd prefer: live chat or voice.

Contacts

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LivePerson multi-channel solutions enable the enterprise to send invitations to engage via the channel most appropriate for the visitor scenario, based on historical data. Offer assistance via chat, voice, or let the visitor select a preferred channel. Escalation from chat to voice is seamless.

Chat Only

iZONE

Chat Live with an iZone notebook specialist

Notebook Specialist: Welcome to iZone!

Notebook Specialist: I can assist you with your configuration questions.

Chat Now!

No Thanks

Voice Only

iZONE

Talk Now with an iZone Notebook Specialist.

Our specialists are standing by to assist you with your configuration questions.

Enter your phone number.

212 780 5000

Call Me

No Thanks

Multi-Channel

iZONE

Connect Now with a Product Specialist

Our product specialists are standing by to assist you.

START CHAT

Talk by Phone

Please enter your phone number.

CALL ME

No Thanks

Escalation

iZONE

No: Also if you prefer I can call you to review your account options?

Tom: Oh that would be great, I would like that. My phone number is: 212-609-4200

Copy

Call

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