

# Oracle Service Cloud Cobrowse



The Oracle Service Cloud Cobrowse add-on for Chat, Dynamic Agent Desktop or Enterprise Contact Center provides real-time visual collaboration to improve the quality of Web customer interactions. Oracle Service Cloud Cobrowse enables customer service agents to visually guide customers through online environments while they talk or chat. As a result, your brand gets a boost as visitors find what they need and feel positive about the service they receive in the process.

## KEY FEATURES

Whether the goal is improving online sales, providing faster and better customer service, or some combination of both sales and service objectives, Oracle Service Cloud Cobrowse is built to provide the features and functionality required to meet the needs of enterprise organizations

- Tight integration with agent desktop
- Instant access (no install)
- Superior ease of use
- Universal platform and browser support
- Permission-based control
- Field masking and sharing limits

## KEY BENEFITS

- One-click instant access to visual help delivers a better service experience for customers
- Ability to assist in the completion of complex activities like filling in forms and navigating applications dramatically reduces call handling time
- Visually-enabled personalized engagements help identify and maximize opportunities for increasing average order size, conversions, up-selling and cross-selling rates

## Human Interaction in a Point-and-Click World

Looking for ways to reduce shopping cart abandonment, improve conversion rates, and enhance your customer experience? Oracle Service Cloud Cobrowse can help. Use it to deliver richer online sales and service experiences by enabling contact center agents to cobrowse with prospects and customers. By cobrowsing, agents can keep customers engaged on your Website, which builds more personal relationships that increase customer loyalty and satisfaction.

Oracle Service Cloud Cobrowse enables customers to share their browsers (or other applications) when they're engaged with contact center agents. It provides a powerful tool for resolving customer problems that are too complex for phone or live Web chat alone. Oracle Service Cloud Cobrowse also enables agents to move beyond simply providing service to participating in assisted selling. Oracle Service Cloud Cobrowse helps companies increase first call resolution rates, reduce call handling time and improve customer satisfaction scores all while reducing costs and optimizing contact center operations. Engage your customers when and where they need help and wow them with exceptional service.

## Capabilities

Oracle Service Cloud Cobrowse offers superior capabilities in the following areas:

- **Desktop Integration.** Oracle Service Cloud Cobrowse is tightly integrated within the Cross-Channel Contact Center agent desktop for phone agents as well as chat agents and offers cross-channel analytics.
- **Ease of Use.** Oracle Service Cloud Cobrowse is fast, lightweight, and easy to set up and use. It launches in one click without any executable or download.
- **Compatibility.** Oracle Service Cloud Cobrowse supports all browsers (such as Internet Explorer, Firefox, and Safari) and works on all platforms (Macintosh, Windows, and Linux).
- **Agent Permissions and Customer Control.** Oracle Service Cloud Cobrowse uses permissions to limit agent control of consumer desktops. Desktop control permissions

include view only, view and point without mouse click control, or full mouse and keyboard control—including data entry. Customers control access to their desktops and can terminate a Cobrowse session at any time.

- **Built for Security & Customer Privacy**

Extremely granular security settings in Oracle Service Cloud Cobrowse allow agents to view all necessary online materials in order to help customers resolve their issue or find what they need. This includes any combination of web pages, domains, desktop applications, or settings as well as all types of on-page content, such as Flash, Silverlight, pop-ups, and dynamic content.



Figure 1. The screen shot above shows both the customer view (top left), and the agent view of a Cobrowse session. As seen, the agent can view the customer's web page, while they communicate via either text or voice.

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For more information about Oracle Service Cloud Cobrowse, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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