

Oracle Standalone Cobrowse



KEY FEATURES

- Instant launch with no downloads, Java, or plugin requirements
- Universal compatibility, including mobile browsers
- Robust security and privacy options
- Ability to display any digital content
- Cloud-based SaaS solution

KEY BENEFITS

- Increase customer satisfaction
- Improve the overall customer experience
- Reduce call-handling time
- Increase first-call resolution rates
- Drive self-service technology usage
- Reduce site abandonment
- Increase e-commerce sales
- Introduce new opportunities to up-sell and cross-sell
- Improve agent productivity
- Increase contact center efficiency
- Increase agent satisfaction

Oracle Standalone Cobrowse Dynamic Agent Desktop Cloud Service creates an optimal customer and agent experience by enabling screen sharing during a customer interaction, while remaining simple to launch, allowing all necessary visibility, and maintaining customer privacy and security. Oracle Standalone Cobrowse helps companies meet strategic customer service and sales goals.

The Power of Visual Sharing

Cobrowse technology puts your customers and agents on the same page – literally. With the click of a button, a customer can show his screen to an agent during a phone or chat interaction, resulting in a better understanding of the customer's experience and more accurate handling of issues and questions. When issues are too complex to resolve effectively over the phone or via live chat, Oracle Standalone Cobrowse can mean the difference between a slow and frustrating interaction and a quick, positive service experience.

Increase Agent Efficiency

With Oracle Standalone Cobrowse, you can shave time off phone and chat interactions by eliminating the need for customers to articulate what they are experiencing or where they are stuck, and for agents to provide instructions that the customer can understand and follow. By sharing the same visual experience, both parties can be confident that they are being understood and they leave the interaction satisfied that the issue has been resolved.

Strategic Engagement Drives Sales

Creating a "co-shopping" interaction enables you to mimic an in-store experience of shopping with a well-trained salesperson. Inviting web and mobile visitors to Cobrowse with an agent while shopping creates a highly engaged interaction with natural opportunities to up-sell, cross-sell and guide customers all the way through the purchase process.

Ideal Customer Experience

Oracle Standalone Cobrowse is built to optimize the customer experience by being fast, easy to use, secure, privacy-conscious and compatible with all customer environments. Give customers the personalized, efficient assistance that they need on any device.

DELIVER OPTIMAL CUSTOMER AND AGENT EXPERIENCES

Oracle Standalone Cobrowse Dynamic Agent Desktop Cloud Service enables companies to bolster customer satisfaction, gain agent efficiency, and drive revenue growth across web and mobile channels. It can be used as a standalone product or as an add-on to other Oracle Service Cloud solutions.

RELATED SERVICES

Oracle Service Cloud Cobrowse can be added to the following solutions:

- Oracle RightNow Standalone Chat Dynamic Agent Desktop Cloud Service
- Oracle RightNow Standard Dynamic Agent Desktop Cloud Service
- Oracle RightNow Enterprise Dynamic Agent Desktop Cloud Service
- Oracle RightNow Enterprise Contact Center Dynamic Agent Desktop Cloud Service

Built for Security and Customer Privacy

Extremely granular security settings in Oracle Standalone 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 technologies, such as Flash, Silverlight, pop-ups, and dynamic content.

Within the cobrowse session—which is configured to allow the appropriate levels of content visibility—further security settings can be applied to block specific content from the agent view, such as account data or social security numbers. Additional security features of Oracle Standalone Cobrowse include:

- The software-as-a-service (SaaS) architecture is distributed in multiple locations in data centers that are SSAE-16 audited.
- Cobrowse session keys are randomly generated for each visual sharing session and expire when the session ends.
- Cobrowse data is transmitted via Transport Layer Security (TLS) or Secure Sockets Layer (SSL) encrypted channel (HTTPS or WSS).
- Only HTTPS port 443 is used, so the Cobrowse product does not touch any firewalls.
- No customer data is stored on Oracle Standalone Cobrowse servers.
- The product does not trigger warnings or alerts in anti-malware appliances or firewalls.
- Certified by Veracode, Oracle Standalone Cobrowse is certified suitable for financial and private customer information transmission over the internet.

Access Control

Oracle Standalone Cobrowse provides access control features that further reduce risk and ensure customer privacy.

- Complete control of customer launch point placement, including use of a proprietary business rules engine, allows you to control launch point visibility according to customer behavior or profile.
- Agent access restrictions ensure that only authorized employees may join a cobrowse session.
- In-session agent controls can be configured for view only, view + point, or full mouse and keyboard control.

Oracle Standalone Cobrowse Features

Along with the strong privacy and security options noted above, Oracle Standalone Cobrowse includes a number of additional features designed to create an optimal customer and agent experience.

- **Customizable UI.** Maintain complete control over the style and placement of customer engagement windows. Include links to additional content, such as Terms & Conditions or Privacy Policies.
- **Web-Based Agent Console.** Easy to access by URL or desktop widget, the Oracle Standalone Cobrowse Agent Console can be embedded into existing agent desktops or workflows.
- **Customer and Agent Surveys.** At the close of a highly engaged interaction, present surveys to customers and/or agents to capture feedback about their experience.
- **Multiple-Device Support.** Cobrowse with Web or mobile customers who are using any popular operating system or browser. Additionally, you can build Oracle Standalone Cobrowse capabilities in to a native iOS or Android application.
- **Web-Based Administrative Console.** A simple web-based interface enables Oracle Standalone Cobrowse administrators to easily manage users, configure launch points and report on Cobrowse activity.
- **Global Language Packs.** Deploy Oracle Standalone Cobrowse in up to 32 languages.
- **Analytics and Reporting.** Ability to tie Cobrowse data into existing analytics systems along with reporting of Cobrowse sessions within your CRM. During a Cobrowse session, one-click access to customer environment analysis to assist with troubleshooting.



CONTACT US

For more information about Oracle Standalone Cobrowse Dynamic Agent Desktop Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together

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