10 Questions to Ask Your Cobrowse Vendor
Choosing Wisely to Maximize the Benefits of Technology

You’ve seen the results of independent studies: cobrowse rates higher in customer satisfaction than any other web-based customer service option. While there’s no doubt that cobrowsing can bring quantifiable benefits to your business, to take full advantage of them, you need to choose your cobrowse technology solution wisely.

Get the Solution That’s Right for Your Business

You need to ensure that any cobrowse solution you implement has all the features to enable success. Here are 10 questions to ask vendors when evaluating cobrowse technology solutions for your website:

1. Can your cobrowse solution enable sharing of any type of content—including Flash, Silverlight, dynamic pop-ups, and desktop applications?
   » If yes, what preparation and infrastructure is required to display this type of digital media?
   » What about desktop applications like Word documents and PDFs: will your cobrowse solution display them as well?
   » Can you specifically choose which applications can be shared or which can’t?

2. Will my customers have to write executable software to their computers (even temporarily)?
   » What happens if a customer refuses to run your executable: will they still be able to share their screen?
   » Will the customer’s antivirus and/or firewall alerts be triggered? Will the customer be prompted to allow a bypass to the firewall and/or antivirus defense system for the cobrowse solution to function?

3. How many clicks do customers need to execute before they can show their screen to an agent?

4. How fast can a cobrowse session be set up?

5. How easy is it to integrate cobrowsing with my business process applications?
6. Can your cobrowse solution limit the agent’s view to just the web browser and/or a specific set of web pages?
   » Can your cobrowse solution work across multiple domains, even ones I don’t own, such as a partner site or other resource website?

7. Can your cobrowse solution prevent the transmission of sensitive data fields such as social security numbers and credit card information?

8. Does your cobrowse solution work on mobile devices?
   » Will it work both on mobile browsers and within native applications?
   » Does it work with iOS, Android, and other mobile platforms?

9. Does your cobrowse solution provide a seamless process for transferring cobrowse sessions among agents?

10. Can I allow or prevent my agents from taking full remote control of the customer’s computer?

Getting Answers

Oracle will be happy to set up a live demonstration to help you choose a best-in-class cobrowse solution for your company.

“Findings from Aberdeen research on customer care trends and best practices show that companies using cobrowsing as part of their customer service activities enjoy superior results across key metrics, such as driving incremental revenue through referrals made by loyal customers, and year-over-year improvements in annual company revenue.”

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