

ORACLE LIVE HELP CHAT ON DEMAND

PROACTIVELY DELIVER LIVE CHAT SUPPORT TO ONLINE VISITORS

KEY FEATURES

- Rules-based, dynamic engagements
- Intelligent routing and queuing
- Customer relationship management (CRM), Web analytics, and knowledgebase integrations
- Page push and cobrowse
- Exit surveys and agent monitoring
- Real-time reporting
- Click-to-call, e-mail response, and optional smart FAQ add-ons

RELATED PRODUCTS

Oracle offers an integrated set of live chat, voice, and e-mail response services that enable online businesses to deliver just-in-time, personalized, interactive assistance to each visitor.

- Oracle Live Help E-Mail On Demand
- Oracle Live Help Interactions On Demand
- Oracle Recommendations Single-Channel On Demand
- Oracle Recommendations Multichannel On Demand

Whether you need to lower the cost of doing business, grow revenue, or provide a more satisfying customer experience, Oracle Live Help Chat On Demand enables you to optimize cross-channel interactions and quickly achieve these goals. Oracle Live Help Chat On Demand is an interactive live chat service that lets site visitors communicate with agents for assistance with research, making a purchase, or obtaining service. Delivered as software as a service (SaaS), Oracle Live Help Chat On Demand offers the best-in-class solution for optimizing live, online customer service.

Increased Revenues, Productivity, and Satisfaction

An industry-leading solution for live chat support, Oracle Live Help Chat On Demand is the fastest and most effective way to measurably lift revenue, maximize customer retention, and reduce the cost of serving customers. A powerful rules engine allows you to proactively deliver live chat support to online visitors based on dozens of online behaviors or custom-defined business rules such as customer history, session value, time spent on page, or even mouse behavior. Live context technology enables any sales or service agents to view the data contained in the visitor's Web session and match it with other available customer information to close more business, reduce handle times, and personalize the customer experience.

Part of a Complete Live Help and Commerce Optimization Solution

Oracle Live Help Chat On Demand is part of the Oracle Live Help On Demand solution, the only live help solution that combines best-in-class live chat, e-mail response, interactive voice, and self-service with cross-channel targeting, routing, context, and analytics. You can easily add additional live help applications including the Oracle Live Help Interactions On Demand Call feature and Oracle Live Help E-Mail On Demand, to create a seamless, cross-channel customer experience.

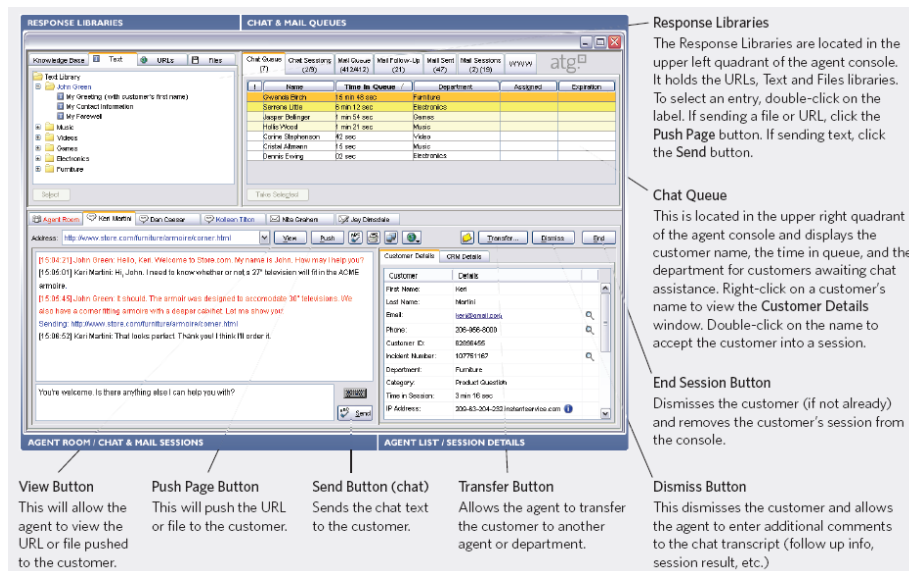


Figure 1. A multitabbed agent console easily integrates with third-party datasources to maximize agent productivity.

Oracle Live Help Chat On Demand Features	
Dynamic self-service rules engine	Control precisely when, where, how, and for whom a chat invitation appears. Automatically target visitors based on which pages they have visited, how long they remained on a page, where they came from, which keyword they used to find you, and whether they have previously transacted on your site. Chat rules can easily be adjusted by a business user in real time, 24/7, without changing Website code.
Intelligent queuing and routing	Improve sales, customer satisfaction, and contact center productivity by intelligently routing each chat inquiry to the best available sales or service agents.
Live context	Dynamically capture and pass the chatter's live context (online behavior, Web pages viewed, products in cart) and match it with live CRM data to shorten and personalize chat interactions, improve sales, and enable actionable reporting and analytics.
Transfer and escalate	Transfer chats to other agents or departments or escalate an interaction from e-mail to chat to voice.
Fully customizable HTML chat client	Oracle Live Help Chat On Demand offers the most customizable chat client in the industry. All colors, text, agent pictures, and logos can be defined in the account administration utility. The chat client can be configured to run horizontally (600 x 160), vertically (500 x 320), or in an HTML frame (no pop-up necessary). Oracle's chat client operates on all computers through firewalls and proxy servers, without anything to download or install.
Mobile chat	Oracle's industry-first mobile chat application supports Android, Blackberry, iPhone, Nokia, and Windows Mobile operating systems.
Integrated exit surveys	Measure customer satisfaction and agent performance with custom exit surveys. Compare qualitative data with Web analytics data to optimize site navigation and improve user experience.
IP filtering	For added security, account administrators can define allowable IPs able to access the agent console.
Basic customer form	A simple Web form can be configured from the account administration utility to capture basic customer information before a chat.
Advanced customer form	Advanced, customizable customer form with optional integration with CRM and third-party systems.
Customer queue	Tabbed divisions separate chat and e-mail queues with customizable threshold levels, organized in ascending or descending order based on name, wait time, department, e-mail address, or subject.
International characters	Chatting customers can type characters from any Unicode-supported language assigned to the department.
Queue position notification	The account administrator can enable and customize periodic notification messages to inform customers of their position while waiting in a queue.
Agent reconnect	If an agent's internet connection is interrupted, the agent console will automatically attempt to restore the connection and maintain any open chat sessions. If the agent is unable to reconnect, the chatting customer will be notified and his or her session will automatically resume with another available agent.

Smart button	Allows two snippets of HTML code to be defined and then served based on whether agents are available to receive chats for the department. A common use of the smart button is to display a chat button on a Website while agents are logged in, and an e-mail button when they are not.
After-hours message	If the smart button isn't used, configure an after-hours message to appear when agents are unavailable, along with a form to accept an e-mail message. Set hours of operation for each day of the week.
Audible and visual alerts	Customizable alerts pop up and/or sound for new customers in the chat or e-mail queue, customers typing, private messages, and transfers.
Spell check	Built-in optional spell-checking with fully customizable dictionaries.
Print and e-mail transcript	Agents, managers, and customers can print or e-mail a record of the transcript at any time.
Comments and categorization	Additional comments can be added to the chat transcript after the chat has ended. Chats and e-mails can be further categorized into customizable groups.
Secure connection	128-bit SSL encryption secures all communication between the agent console, chatting customers, and the Oracle database. All SSL connections are decrypted by hardware for the best possible performance.
Response libraries	Commonly used text, URLs, and file responses for chats, e-mails, and FAQs are combined into one knowledgebase, organized by department and response type to ensure maximum agent productivity.
Tokens	Customize response library items with customer data, such as the customer's name in a greeting.
Content push	Push text, URLs, and files to the customer's browser from response libraries or from an agent's PC.
Exit surveys	The account administrator can enable a customizable survey to appear after chat sessions to measure online experience and ensure that service levels are met.
Integration window	Integration technology allows the export of chat data from the agent console to an existing CRM database or any other application.
Customer details window	Displays in the agent console customer information collected from the chat form, Website, or CRM database. Fully customizable with most third party systems.
Monitoring tools	Administrators can unobtrusively monitor or participate in active chat sessions. Details from sessions can also be reviewed in real time within the agent console.
Agent room, private message, and broadcast	Built-in features for internal agent and administrator communication. Ideal for leveraging tribal knowledge and increasing first-contact resolutions.
Chat anywhere	Allows the placement of chat invitations into online videos, e-mails, marketing campaigns, advertising banners, in-store kiosks, and social media sites. Oracle's set of extensible APIs provide complete control over the customer's chat experience.
Agent multitasking	The industry's only multitabbed agent console ensures maximum agent productivity levels. Agents can manage up to 10 simultaneous chat sessions. Using the same console, chat agents can also answer e-mails when chat volumes are low.
Software as a service	The agent console is a Web-based Java application, permitting agents to chat and respond to customer e-mails from any computer connected to the internet, behind firewalls, and/or overseas. Software updates are automatic, and maintenance is minimal.

Contact Us

For more information about Oracle Live Help Chat On Demand, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.



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