



Ten Benefits Cobrowse Technology Can Deliver to Your Company

Ensure Success with Collaborative Tools

As businesses move sales and customer service functions to the web, customers frequently navigate complex and multifaceted content and tools. While companies continue to invest in live support technologies such as chat and click-to-call for connecting with customers in their preferred channel, too often a voice or text interaction alone isn't enough to solve a customer's problem. Cobrowsing is used to create a shared visual experience with customers online and on mobile devices, providing real-time assisted service or guidance to increase customer satisfaction and online conversions. In many cases, a customer and an agent can resolve an issue more quickly—and with a greater level of understanding and satisfaction—by viewing the same content. The following are ten benefits your business can realize by implementing cobrowse technology.

1. Increase Customer Satisfaction

Customers appreciate being helped quickly and efficiently, and having their issues resolved the first time they call in or chat with a contact center agent. Enabling agents to quickly understand customers' needs is the key to higher satisfaction scores.

2. Increase First-Call Resolution

Improve support accuracy by seeing exactly what the customer is seeing, what steps he is taking, what errors he is getting, what he's doing that triggers the error, and so on. Ensure complete resolution by solving the issue together with your customer.

3. Reduce Handling Time

Shave off all the time spent articulating what is on the screen, what the customer did previously, and what the customer should do next. Calls and chats are more efficient when the customer and agent are seeing the same thing.

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THE COBROWSE IMPERATIVE

Customer frustration with websites or purchasing processes has a negative impact on customer satisfaction, adoption of the internet channel, and the ability to profitably serve customers. To ensure customer success on web platforms, collaborative tools such as cobrowsing software are now essential.

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4. Drive Self-Service Usage

Cobrowsing is especially beneficial when a company is launching new online tools or updating existing tools or procedures, when specific customer segments are having trouble using online tools, and when white-glove service can be provided to top-tier customers. *Showing* customers how to utilize these resources encourages long-term adoption of self-service tools.

5. Improve Contact Center Efficiency

Cobrowse promotes efficiency by enabling agents to handle issues more quickly and accurately than ever before. It can also be used as a real-time live training tool to help onboard new agents and familiarize them with the customer experience more efficiently.

6. Prevent Site Abandonment

Proactive invitations to shop together drive customer engagement, giving agents the ability to make offers, answer questions, and provide the help needed to close more sales. Actively engaged customers convert.

7. Increase E-Commerce Sales

Agents actively engaged in a coshopping session can be trained to up-sell, cross-sell, and encourage opt-in for future sales opportunities. These offers can include joining a mailing list, connecting on social media, and so on.

8. Improve Agent Satisfaction

Cobrowsing reduces the frustration inherent when customers must articulate issues and agents must verbally direct the customer to perform actions online. Agents appreciate being given the tools they need to be more efficient and productive so they are able to meet their performance goals.

9. Assist with Process Improvements

Cobrowsing helps companies maintain real-time visibility into the customer experience. It allows agents and supervisors to take screen shots of issues for knowledgebase, training, or bug fixes.

10. Gain Customer Loyalty

Cobrowsing creates a differentiated customer service experience. Many of our customers report that their own customers ask to cobrowse when they contact an agent because they know cobrowsing allows them to get help quickly and easily.



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