Are You and Your Customers on the Same Page?—
You Can Be with Cobrowsing

Today's customers have high expectations. They will abandon your website if help isn't readily available. And they get frustrated when they have to spend time explaining their issue to an agent. That's because in customer service, a picture really is worth a thousand words. Visual sharing is a natural way to communicate. And cobrowsing with customers during a phone or chat interaction enables you to deliver faster, better service—along with increased conversions and upsell/cross-sell opportunities.

Learn how Oracle Cobrowse compares to other visual sharing technologies like WebEx, LogMeIn, Salesforce (GoInstant), Kana (Unblu) and eGain for optimizing web and mobile customer service.

CAPABILITY	SCREEN-SHARING SOLUTIONS (WEBEX, LOGMEIN, ETC.)	HTML-BASED COBROWSING SOLUTIONS (SALESFORCE, KANA, EGAIN, ETC.)	ORACLE COBROWSE
Launch Speed	Requires downloads or executables and takes a minute or more to launch	Launches in about 10 seconds	Launches in about 10 seconds to optimize the service experience
Ease of Use	Plug-ins and executables present pop-ups, warnings, and malware alerts, creating a bad service experience	Launch experience not optimized for customer service; some vendors use passphrases instead of numbers for session IDs, which are harder to use	Designed for customer service with an easy-to-find launch button and optimally-formatted session ID code; design based on hundreds of enterprise deployments
Page-Tagging Requirements	No page-tagging requirements	Requires on-page tagging for cobrowse to work; as a result, tagging must be deployed site-wide	Does not require on-page tagging for cobrowse to work; option to tag only pages with Cobrowse launch button, or to tag site-wide
Cobrowsing Web Content	The customer can share any web content, but there is no way to protect privacy by controlling what web pages an agent can see	The agent can see only web pages tagged with Cobrowse JavaScript code, so may lack necessary information	The company chooses which web pages, domains —or combination of both—agents can see, not just pages with JavaScript code
Cobrowsing Desktop Content	The customer can share any desktop content, but there is no way to protect privacy by controlling what applications an agent can see	The agent cannot see desktop content, even if it is necessary to help the customer, e.g. PDF documents, settings etc.	The company chooses which desktop applications agents can see. Everything else is blocked for customer privacy
Cobrowsing Rich Web Technologies	Not usually any issues handling rich web technologies during screen sharing	May lose synchronization when rich media elements are on the page, e.g. Flash, Silverlight, dynamic content, etc.	If anything on the page is not displaying properly, agents can escalate into advanced mode to avoid loss of synchronization due to rich media
Cross-Browser Compatibility	Not typically any issues with cross-browser compatibility but mobile remains a challenge	Loss of synchronization can occur when browser settings differ between agent and customer, e.g. responsive design, language settings, etc.	TrueView feature ensures that the agent sees the customer's screen exactly as the customer sees it in real time, even if the customer resizes a responsive browser window or changes browser settings
Mobile Compatibility	Limited mobile compatibility, often requiring mobile app downloads that interfere with the customer experience	Works well on mobile browsers and some can be added to a native mobile application	Works on all mobile browsers, for both the customer and agent, and can be added to a native iOS application
Proven Security	Not used for customer service because doesn't meet most businesses' security requirements	Blanket approach to security significantly limits an agent's ability to see web and desktop content that would help with resolution	Meets the strict security standards of the world's largest financial organizations, and gives agents the ability to see information needed for resolution
Proven Scalability	Scalable as a B2B screen-sharing tool, or a remote support tool for specific tech-support issues, but not as an enterprise customer-service tool	Recently launched, and lacks enterprise deployments to ensure scalability	Long-time leader in cobrowse technology, with hundreds of enterprise deployments across the globe

TO LEARN MORE ABOUT ORACLE'S COBROWSE SOLUTION, PLEASE VISIT OUR <u>WEBSITE</u> OR CALL US AT 1.800.633.0738.