

eService KANA Response Live



Grow Online Sales and Self-Service Adoption with KANA Response Live

KANA Response Live Top 5 Features

- ☑ Text chat, Web page co-browsing, and joint form-filling help customers succeed online.
- ☑ Proactive collaboration lets you selectively offer live chat to right-channel your customers for the right opportunity.
- ☑ Agent productivity tools automate the reply process and let agents monitor multiple sessions at once.
- ☑ Robust co-browsing rules, user authentication, desktop and session security provide financial-grade protection.
- ☑ Real-time reporting helps supervisors make immediate adjustments to meet SLAs.

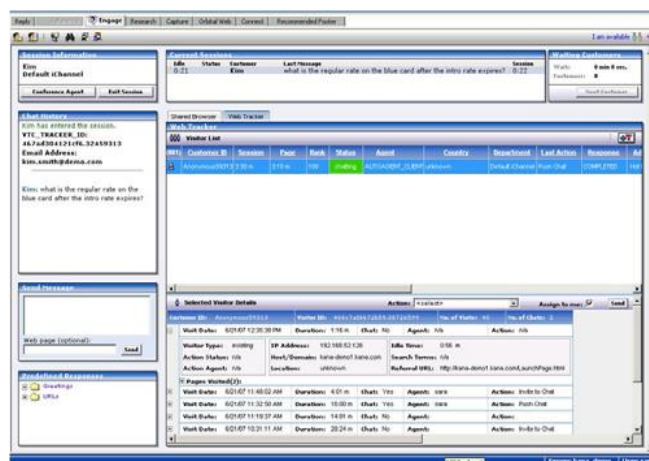
The Web has become a key sales and service channel as customers increasingly learn, purchase, and ask for help online. To succeed, online customers need an easy way to communicate with your company whenever they need extra help.

The answer is KANA Response Live. With its suite of intelligent Web collaboration tools, KANA Response Live offers unparalleled communication convenience to increase online sales, improve service quality, lower transaction abandonment rates, and create more satisfied, loyal customers.

KANA Response Live is designed for “right channeling” the collaboration channel by matching service levels to customer profitability, such as only offering chat to long-term customers on a strategic Website page or during a high-value transaction.

Real-time text chat provides instant answers. Web-page co-browsing offers step-by-step guidance as if the phone or collaboration agent were sitting right next to the customer. And proactive chat monitors customer activity to offer assistance as well as dynamically present targeted offers that can dramatically increase online sales.

In the contact center, KANA Response Live helps agents efficiently manage high volumes of collaboration interactions. A robust suite of productivity tools automate the reply process while delivering insight into the customer across all channels. To effectively allocate resources, you can limit the chat channel to targeted visitor segments based on pre-defined criteria, such as agent availability, shopping cart value, or transaction history.



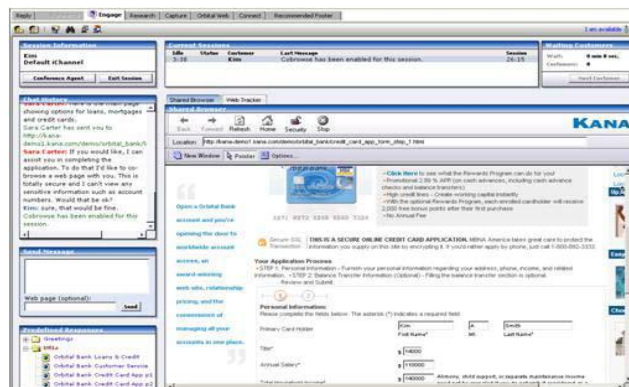
KANA Response Live provides a full-featured desktop for monitoring and conducting live chat and co-browsing

- Improve conversion rates and self-service success using text chat and co-browsing to immediately answer a question or walk a customer through an online process.
- Increase the success of cross-selling and up-selling by automatically presenting relevant coupons and special deals to a customer on a high-value product page.
- Optimize agent productivity with intelligent queuing and routing, pre-scripted and formatted replies, and a full-featured agent desktop that improves speed-to-resolution.
- Ensure the privacy of chat and co-browsing with proven security that has successfully completed numerous audits with financial institutions

As part of the KANA suite of multi-channel service solutions, KANA Response Live works seamlessly with KANA email Web self-service, and contact center solutions, allowing customers to connect with your organization over their channel of choice. And with flexible options for on-premise or managed services implementation, KANA Response Live offers a truly effective solution for delivering "white glove" sales and service.

A Rich Online Experience – Efficiently Delivered

- Proactive collaboration identifies visitors who demonstrate a combination of valuable prospect or abandonment behavior, such as time on a Web page, form content, click-stream analysis, or the number of visits to a page.
- Web-site monitoring allows agents to monitor, prioritize, and invite visitors to chat based on behavioral events, such as site navigation or shopping cart abandonment.
- Business rules automatically route an inquiry to a specific channel or agent queue with SLAs based on customer value.
- Dynamically generated content based on visitors and their online activities ensures the relevancy of offers.
- Alert technology quickens response by populating the agent's screen with any data the customer has entered.
- Dynamic start page begins a co-browsing session on the page where the customer asked for help.
- Robust co-browsing rules manage agent activities, such as preventing an agent from submitting a form, browsing to specific pages, or viewing confidential information.
- Simultaneous chat management lets agents manage an unlimited number of sessions at once.
- Agent-to-agent chat, conferencing, and session transfer share the expertise of coworkers.
- SSL encryption, user authentication, desktop and session security protect privacy and ensure adherence to PCI regulations.
- Silent monitoring lets supervisors silently join a chat or co-browsing session, send private whisper messages to the agent, or actively join the conversation.



With Web-page co-browsing, agents can guide customers through your Web site to help them reach the buying decision.

- Supervisor console provides real-time queue and agent group statistics. Supervisors can establish service levels and modify queue priorities and group properties to correct service level issues.
- Interaction metrics capture detailed session data including participants, length of the session, transcripts, pages co-browsed, and time on a Web page.
- Built-in reporting provides visibility into the performance of agents, queues, and the overall support center.
- Completely configurable customer interface ensures KANA Response Live blends in with your Web identity.
- Multi-tenancy architecture efficiently supports multiple groups and contact centers with the ability to create unique configurations for each.

Wachovia experienced a 25% increase in close rates within 4 months of implementing KANA Response Live.

-CRM Magazine

"KANA leads the pack for complex Web collaboration."

-Forrester