

Service Experience Management Chat



SEM Chat Benefits:

Handle multiple concurrent chats in a flexible user interface

Provide a consistent experience across chat, email, and phone channels

Leverage Knowledge, Data, and Process to efficiently answer questions

Proactively classify chat subjects and preselect appropriate answers

Monitor chats in real time and communicate with agents if needed

SEM Chat for Customer Service

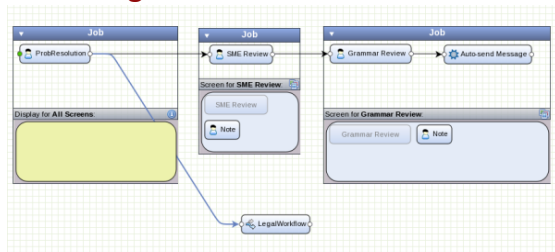
The Web has become a key sales and service channel as customers increasingly go online to take care of their business – whether it’s to shop, make appointments or seek information. To make sure they have success on your website and keep them coming back, your customers need an easy way to communicate with your company in the event of a problem.

SEM Chat is an enterprise chat solution that enables customers to reach out to agents, and agents to proactively assist customers online – in real time. Agents in the contact center can manage multiple live chat sessions at once, aided by scripted responses and a robust suite of productivity tools that automate the reply process.

Designed for agile channeling, SEM Chat allows you to route issues based on visitor segments and criteria such as agent availability, shopping cart value, strategic web pages, and transaction history. By connecting your agents in the contact center to your online customers when service needs arise– and when it’s most profitable to do so – you can increase online sales, lower transaction abandonment rates, improve service and maximize your resources.

Integrated with KANA Service Experience Management

As part of the KANA Service Experience Management (SEM) platform, SEM Chat works seamlessly with other components of the KANA SEM solution. Service managers can design Experience Flows™ – a step by step process defining the agent and customer experience – incorporating chat as they see fit. These process flows are designed using the business friendly drag and drop designers



used throughout the SEM solution. These chat Experience Flows™ can leverage KANA’s knowledge management solution, allowing agents to access and share relevant information quickly. The chat process can also include steps to create cases or generate outbound emails, also leveraging additional components of the KANA SEM Solution. And with flexible options for on-premise or hosted implementation, KANA Chat offers a truly effective solution for delivering sales and service “On brand. On budget.”

Integrated Process

Automated processes significantly reduce agent “think time,” speeding up the service process and improving on SLA goals. When a chat session is initiated, an Experience Flow™ process is automatically launched, guiding agents through their tasks. Depending on the type of issue, the agent will see the relevant process steps, knowledge articles, and customer data needed to quickly and accurately respond to the issue. No longer will the agent be forced to alt+tab between multiple, disconnected systems to resolve an inquiry.

Knowledge at your Fingertips

As the agent works to resolve the customer’s issue, the agent can easily find answers in the knowledgebase. The agent can insert pre-defined responses into the chat with one click, or search for answers to questions using natural language. Customer chat messages are automatically sent to the knowledgebase as search queries. Context from the customer profile, from products owned to location are leveraged to filter results and find a more accurate result as quickly as possible.

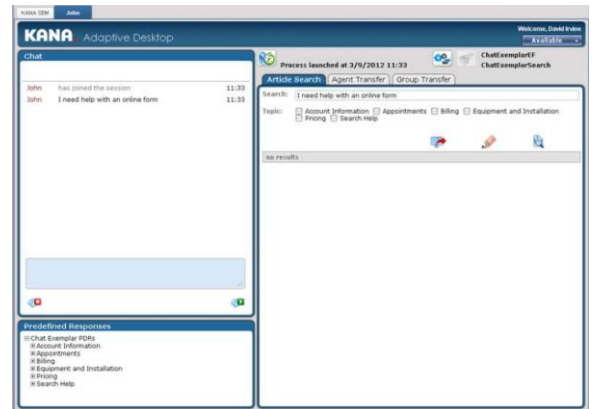
Actionable Insight

As your agents are busy resolving customer issues through this channel, administrators and supervisors can track success and take action where needed. Supervisors are able to see a high level view of how many chats are active, and can view the individual chat transcripts in real time. Where needed, a supervisor can whisper a message to an agent to help out, or even type a message directly to the customer in the chat. Administrators can see overall metrics on chat volume, knowledge usage, process usage, and other critical measures.

A Rich Online Experience – Efficiently Delivered

Business rules automatically route an inquiry to a specific channel or agent. When a customer requests a chat, an Experience Flow™ is initiated, routing the request to the relevant agents in a Chat group as specified by the rules.

Chat management lets agents easily manage and engage in multiple sessions at once. SSL encryption, user authentication, desktop and session security protect privacy and ensure adherence to PCI regulations. A completely configurable customer interface ensures SEM Chat has the look and feel of your brand.



Current Channel Details						
Experience Flow	Agents Logged In	Agents Available	Agents Interacting	Open Interactions	Active Interactions	Waiting Interactions
James Logo	1	0	0	0	0	00:00:00
Experience Checklist	0	0	0	0	0	00:00:00
Launchpad	1	0	0	0	0	00:00:00
All	1	0	0	0	0	00:00:00

Last 30 and 60 Minute Totals								
Experience Flow	Agents Logged In	Agents Available	Agents Interacting	Interactions Started	Active Interactions	Waiting Interactions	Average Wait	Logged Wait
All	0	0	0	0	0	0	00:00:00	00:00:00
All	0	0	0	0	0	0	00:00:00	00:00:00