

Service Experience Management Co-Browse



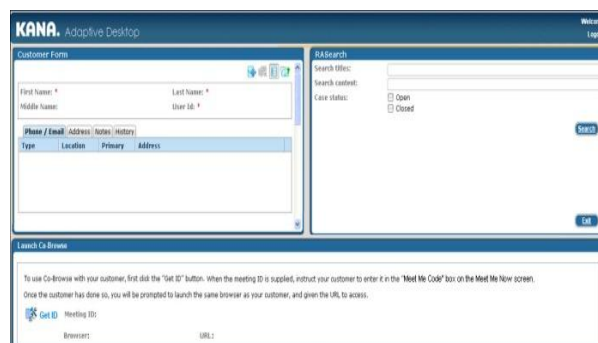
KANA SEM Co-Browse for Customer Service

When customers navigating your website run into difficulty, a picture really is worth a thousand words. SEM Co-Browse enables agents and customers to view the same web pages jointly. Using a highlighted cursor to visually indicate areas of interest on the screen, customers can point to difficulties to agents for quick resolution. Objects clicked on and changes made on one screen are simultaneously visible to each viewer. Agent productivity goes up, along with customer satisfaction.

Web page co-browsing enables step-by-step guidance – it's as if your agent were sitting right next to your customer. Forms can be filled out jointly, removing the guesswork for customers and for service reps trying to make sense of half-filled-out forms. With SEM Co-Browse, tasks and transactions can be completed faster – lowering online transaction abandonment rates.

Integral Part of KANA Service Experience Management

As part of the KANA Service Experience Management (SEM) platform, SEM Co-Browse is available as a component of your SEM installation, providing your customers with an additional way to connect with your organization. SEM Co-Browse can exist as a stand-alone workflow or be seamlessly coupled with standard or customized SEM Experience Flows™. As part of the Experience Flow™, co-browsing is a helpful step in the agent workflow or customer experience as designed by the service manager. Added flexibility enables agents to launch additional service processes while co-browsing with a customer, e.g., to create and manage cases. With flexible options for on-premise or hosted implementation, KANA SEM Co-Browse offers a truly effective solution for delivering “On brand. On budget” sales and service.



SEM Co-Browse Benefits

- ☑ Web page demos, co-browsing and joint form-filling help customers succeed online.
- ☑ Robust co-browsing rules, agent authentication, desktop and session security provide financial-grade privacy and protection.
- ☑ Improve conversion rates and self-service success by providing real-time answers or walking a customer through an online process.
- ☑ Supports modern web technologies and browsers, simplifying implementation and usability.
- ☑ Scalable architecture reduces lag time by routing participants to the same server, and grows with the demands of your business.

KANA SEM Co-Browse works with all major browsers including Internet Explorer, Firefox, Safari and Chrome – enabling your customer to co-browse regardless of browser or operating system. There is no need for customers to make any changes to their browser settings or computer to co-browse, and no need to download software plug-ins or applets to start the co-browse experience.

You can restrict browsing to the sites and pages of your choice. With the “Dynamic Start Page” customers can start co-browsing on the page where they need help. Any text a customer has already entered in a form is automatically retained and displayed when co-browsing begins.

KANA SEM Co-Browse restricts form submission to customers only, and sensitive information is masked, ensuring security and regulatory compliance.

Secure and Scalable Solution

KANA SEM Co-Browse provides financial-grade privacy and security. SSL encryption, agent authentication, desktop and session security protect privacy and ensure adherence to PCI regulations.

Scalable architecture supports multi-server configurations, reducing lag time by routing customers to the same server as agents.

SEM Co-Browse supports advanced Web technologies such as AJAX, jQuery, dynamic page content, popup windows, framesets, and cookies. There is end-to-end SSL encryption and support for co-browsing through portions of a Web site requiring user authentication.

A Rich Online Experience – Efficiently Delivered

- Completely configurable customer interface ensures KANA SEM Co-Browse blends in with your Web identity
- An optional “Dynamic Start Page” begins a co-browsing session on the page where the customer asked for help, and retains any data already entered.
- Robust, customizable business rules manage agent activities to match your specified business policies and procedures.

