Genesys Chat

Offering a Helpful Human Touch to Online Customers

Although customers love online self-service, they sometimes want or need personalized assistance to complete their transactions. According to recent analysis, live chat now has the highest satisfaction levels of any customer service channel. Delivering effective chat support to your customers enhances their experience and increases their satisfaction and loyalty.

In addition, online chat gives you the opportunity to quickly resolve any customer confusion or hesitation, allowing your agent to respond immediately to their request for help, or to step in proactively if a transaction stalls.

Reducing Customer Effort
To thrive in the online world, your business needs to work as effectively as you do in person and on the phone. Although self-service is essential, it can fall short when customers need to get personalized help to resolve specific issues. Genesys Chat makes sure customers are always routed to the right resource to resolve their problem or query, leading to an effortless customer experience.

Increasing Online Sales Conversion
Online chat allows you to assist customers and resolve their issues before they abandon their shopping cart or tweet their frustration. In cases where a cart’s value warrants a personal intervention, Genesys Chat makes sure the right agent is selected, based on appropriate skill mapping.

Genesys Chat seamlessly integrates with Genesys Web Engagement to proactively extend chat invitations based on your business rules, delivering chat invitations at the appropriate time if customers struggle over product comparison pages, delete items from their cart, or review the returns policy. This leads to substantial increases in conversion rates and average order value.

Delivering Real-Time Customer Service
According to 2017 Dimension Data Global Customer Experience Benchmarking Report1, Chat (Instant messaging) grew from 52.4% to 84.7%, and continues to remain customer contact channel of choice with significantly lower cost than phone.

Maximizing Agent Performance
With Genesys Chat, your agents have the tools they need to be successful. For example, they have ready access to a centralized knowledge base containing answers to frequently asked questions and useful website URLs they can push, plus options like whisper coaching with a supervisor, or conferencing with a subject matter expert for fast resolution. Agents can also manage multiple chat interactions and easily integrate with other interaction channels to provide a seamless customer experience.

Turning Chat into a Business Advantage
Simply put, Genesys Chat helps companies meet today’s expectations for integrated, seamless customer service. Customer interactions and transactions are effortlessly resolved and concluded. The result is greater customer satisfaction, increased loyalty, bolstered efficiency, and an improved bottom line.

Capabilities

Skill-Based, Context-Sensitive Routing
Chat interactions are routed to the right person using business-specific routing logic, leading to faster resolutions and reducing customer effort.

Real-Time and Proactive Chat
Genesys Chat offers proactive invitations based on visitor activity on the web page, and seamlessly integrates with Genesys Web Engagement to extend invitations based on business rules, incorporating such factors

Benefits
- Minimal customer effort
- Reduced shopping cart abandonment
- Higher online conversion rates
- Greater average order value
- Maximum agent productivity
- Increased lifetime value of customers
- Improved FCR rates

1 2017 Dimension Data Global Customer Experience Benchmarking Report
as agent availability, customer behavior, and profile/segmentation. As a result, you engage customers at the right time, reduce shopping cart abandonment, and increase sales while improving your customer’s online experience.

**Part of Genesys Omnichannel Capabilities**

Genesys Chat supports business operations with centralized routing and reporting, a common customer record, and the ability to maintain conversations across channels. Your customers have a seamless experience while your business increases its operational efficiency. For example, agents can start a co-browse session from chat and then escalate to video, and in the event the customer gets disconnected, they can email or call the customer back.

**Unified Desktop**

Agents are given the information they need to personalize every interaction. This includes the customer's profile and multi-channel contact history, the context of the chat initiation, and a standard response library. This leads to higher efficiency and a better customer experience.

**Customer Satisfaction Survey**

Prequalification surveys or registration forms allow Chat to leverage intent and route the customer to the right agent. Surveys following chat sessions give customers the opportunity to provide specific feedback, helping you to optimize your sales and service strategies.

**High Availability**

Chat offers high availability capabilities with seamless failover to ensure business continuity in case a problem arises.

**Security**

Genesys Chat uses HTTPS and Transport Layer Security (TLS) to secure and support chat sessions, operations, and business continuity. Credit card and other PII data can be detected and masked so that stored transcripts do not contain sensitive information. If an enterprise is not equipped to handle this type of data over chat, it can be masked in real time.

**Key features**

- Concurrent chat sessions per representative
- Customer and representative typing notification
- Chat transcript stored in customer history
- Transcript emailed to customer manually or automatically
- Transcript can be forwarded to supervisor/QA for review
- Workflow can send survey to customer
- Conferencing, transfer to a colleague
- Flexible Personal Information masking secures customer data
- Typing preview for agents
- Supervisor Silent Monitor, Coaching, and Barge In
- Standard Responses
- Pre-chat registration forms and post-chat surveys
- Bi-directional file transfer

**ABOUT GENESYS**

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.