

Key Features

- Text and Voice Chat Functionality
- Auto or Manual Agent Selection
- Auto Agent Rotation for Lead Distribution
- Guest Transfer Functionality
- Unlimited Private, Public and Service Rooms Support
- Guest Web History Tracking
- Automatic Chat Invitation
- Agent/Guest Co-Browsing
- Customer Registration and Leave-a-Message Forms
- Chat Recording and Transcription
- Custom Recording

Problem

A company with Web representation needs a solution that would enable it to increase online customer acquisition and conversion. The solution should help sales agents manage prospects who are visiting the company web site and influence their purchasing decisions in real-time. The solution should also allow interaction with online visitors through both real-time text and voice chat and should support a wide set of advanced features, like private, public, and service chat rooms, voice chat, and guest transfer functionality.

Solution

SysMaster ChatMaster Server enables companies to connect with online visitors, exchange information and influence their purchasing decisions in real-time. By helping companies reach top prospects at the right time, SysMaster's solution increases online customer acquisition, boosts revenues and sales agent productivity. Coupled with the right marketing strategy, the solution could dramatically improve not only customer acquisition rates but also customer loyalty and willingness for repetitive purchases.

SOLUTION FEATURES

Text and Voice Chat Functionality

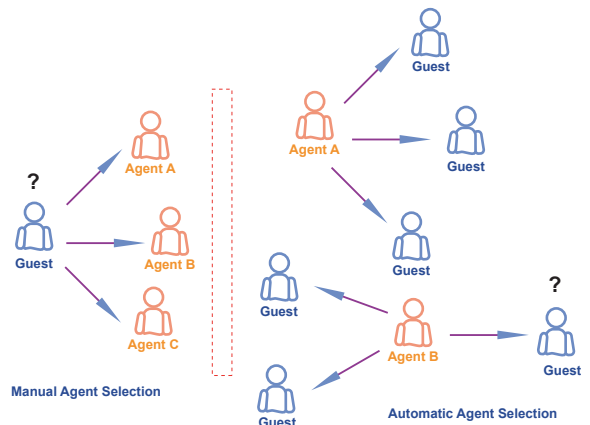
ChatMaster Server is a unique data exchange engine that allows real-time communications in text and voice modes. The system allows company representatives to communicate with online customers via text, voice chat or a combination of both methods. The system provides unique scalability and flexibility to allow unlimited service agents to talk to unlimited number of online customers.

Guest Transfer Functionality

ChatMaster supports advanced guest or agent transfer functionality to allow guests to be transferred between rooms for better support and lead handling options. Online visitors usually enter any of the existing private service rooms and then are transferred into either private or public rooms owned by the agent. This procedure ensures lead security and allows proper lead handling. For example, visitors can talk to sales agent and support engineer at the same time or be transferred between different agents and/or public service rooms.

Auto or Manual Agent Selection

The ChatMaster system supports both manual agent selection via the agent directory list and automated agent selection based on predictive, rotational, least-utilized, or manager-assigned rules. Manual Agent selection allows repeat customers to chat with their agent of choice by selecting from the online agent directory listing.



SOLUTION FEATURES

Agent/Guest Co-Browsing

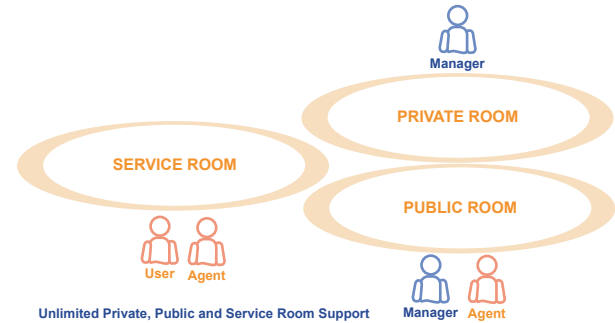
The co-browsing feature of SysMaster ChatMaster simplifies the process of communicating information to visitors and increases information flows between agents, prospects, and customers. It enables agents to remotely direct online visitors to web pages which pop-up on their screens. The feature is a powerful tool for streamlining the information flows and guiding visitors to the desired product or piece of information. It also increases the opportunities to cross-sell products during the customer check-out process.

Unlimited Private, Public and Service Rooms Support

SysMaster ChatMaster supports unlimited private, public and service rooms. Private rooms are agent reserved rooms that are not visible by other agents (only by managers), to ensure lead integrity and proper uninterrupted service. Public rooms are rooms that are visible by every agent and manager and are used to conference chat sessions and for joint lead handling. Public rooms also allow private conversations between participants. Service rooms are specialized rooms for online visitor handling. Agents accept all inbound chat visitors into their service rooms and then transfer them into private or public rooms to make the service room available to other visitors.

Chat Recording and Transcription

All chats could be recorded and retrieved for subsequent processing. The feature is designed to allow monitoring of agents and ensuring compliance with company standards. The collected information could also be used to conduct marketing studies or to monitor agent performance and customer-care procedure compliance.

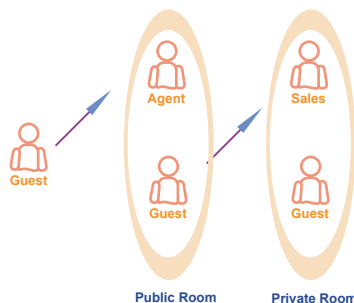


Customer Registration and Leave-a-Message Forms

SysMaster ChatMaster server natively supports pre-chat registration forms to allow collection of visitor information for better customer service. The pre-chat registration form is fully customizable and can be displayed on-demand only. The Leave-a-Message form is available if the customer has initiated a web chat session but there is no agent available to respond to the request. This form is also fully customizable and can also be used to collect customer registration information that is required for a subsequent call-back. Once the customer submits its information via the pre-chat (chat registration) or post-chat (leave-a-message) forms it becomes available to agents based on the agent rotation procedure for fair lead distribution and optimized work-load.

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Custom Reporting

SysMaster ChatMaster offers convenient customizable reports to help track customer conversion rates and return on investment. To create, edit and generate reports, users need only an internet connection and a browser. That feature enables report processing by remotely located back offices and reduces administration costs.

Auto Agent Rotation for Lead Distribution

The Auto agent selection ensures proper agent rotation and fair online, new lead distribution for sales representatives. The system supports several different types of rotation including round-robin, least-utilized, predictive (based on previous communication history), or manager assigned (all leads are manually assigned by a manager). The variety of rotation modes ensures system implementation flexibility and consistent lead and work-load distribution.

Automatic Chat Invitation

SysMaster ChatMaster enables sales agents to automate the process of customer pre-screening by automatically inviting customers which are more likely to make a purchase. Automatic Chat invitation is rule based on time and/or browsing patterns to allow dynamic web chat session initiation via chat pop-up window. Through configuring a set of behavior variables the server automatically sends chat or telephony invitations to top prospects. That feature helps sales agents dramatically increase their productivity through increased conversion rates that in many cases are 12 times higher than via traditional, visitor initiated chat sessions.

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