

Centric WebCaller Overview

Because Web Self-Service Alone is Not Enough...

Turning Browsers Into Buyers

Many potential Web transactions simply never begin, and many others are abandoned in progress. With Centric a simple mouse click connects shoppers with live customer service representatives (Agents) in a multimedia sales and service environment. Live agents can help customers find what they are looking for, answer questions about products and services, and motivate buying decisions. In addition to the keyboard chat, voice, and video options, Centric's collaboration tools let Agents "show and tell" via Co-Browsing, enhancing their ability to sell, cross-sell, and up-sell. The trend toward self-service on the Web is strong and growing. Centric supports and strengthens this trend by enabling merchants to provide their present and potential customers with the personal attention required to turn browsers into buyers.



The WebCaller enables multimedia interaction and collaboration with the Customer Service Representative

Making the Help Desk more Helpful

With Centric help desks can enhance the value of Web-based self-service by providing the option of live assistance within the Web site. If self-service does not solve the problem users can establish a live multimedia connection to a help desk agent with a simple mouse click. Agents with Centric multimedia connections can see what the customer is seeing and customers can immediately see the effects of a CSR's actions to correct errors and solve problems - all while discussing the problem and its resolution. Agents can also lead callers to the specific information they need by using Co-Browsing, or sending an update file, installing it and testing it with the user. The resulting increase in help desk agent productivity is the ultimate win-win. Centric will increase the level of support your customers receive while reducing the cost of providing that support.

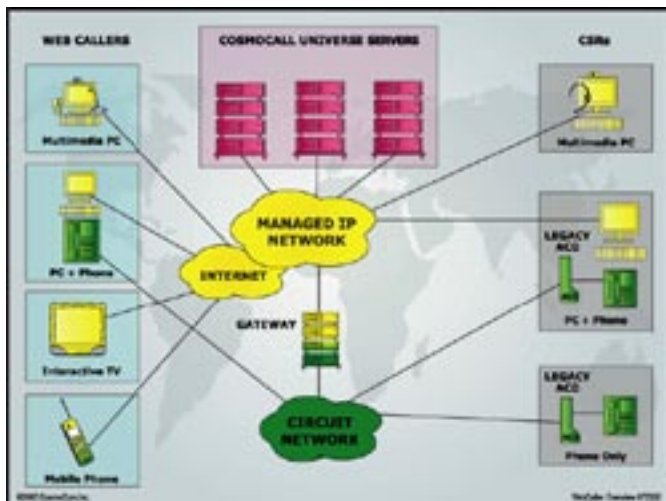
Many ways to communicate

Centric provides many ways for Web Callers to communicate with call centre agents, including simple keyboard chat Instant Messaging, voice, or voice & video – all supplemented with collaboration capabilities including Co-Browsing and desktop sharing.

For voice conversations, Web Callers can use their multimedia PC via the Internet, or a regular telephone using the callback feature. Agents can work in the context of a traditional telephone ACD, or simply use the Centric system to handle telephone calls without having to invest in a telephone-based ACD.

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Both WebCallers and Agents can use different combinations of devices to interact, depending on their capabilities and existing infrastructure. Interactions can be voice-only but may include video and/or data collaboration.

Primary Communications Channels

Centric provides a number of mechanisms to enable the Webcaller and agent to converse:

- **Click-to-Call:** Web callers use their multimedia PC to talk to an agent, connected to a traditional telephone ACD on the Public Switched Telephone network, or the agent can talk through a multimedia PC as well and the call can be routed over the IP Network without the need for an ACD.
- **Click-to-CallBack:** Web callers request a agent to call them back at a PSTN telephone, immediately or at a scheduled time.
- **Click-to-Chat:** Web callers request a agent to have a text chat with them. The agent has spell check and complete text format control for easy reading. Commonly used phrases can be stored for easy access during text chat sessions. Replaceable parameters allow auto-customisation for each caller. An auto-complete feature allows the agent to see and select from a list of phrases that match typed letters.
- **Click-to-See:** In addition to voice communications, Web callers can have live video calls with agents. This can be limited to a one-way video feed, such as agent sending video to the caller in order to provide a more "personal touch" to the transaction. Alternatively it can be a full two-way video session in cases where both parties are equipped with a video camera.

Complementary Communications Channels

Centric supplies a number of complementary channels that can be used in conjunction with the primary communications channels:

- **Screen Pop:** Information about the Web caller's browsing session, such as the web page that the Web caller was viewing plus the contents of the Web caller's shopping cart, can be presented to the agent at the same time that the call is delivered. In addition, the Web caller identity can be used to retrieve other information about the caller from a Customer Relationship Management system.
- **Co-Browse:** Agents and callers can browse the web together simultaneously. Both the agent and the caller can push pages to each other. Frequently used URLs are available to the agent for easy access. Commonly used URLs can be stored for easy access during co-browse sessions. Text chat phrases and URLs can be linked for one "push."
- **Joint form filling:** Agents and callers can jointly complete forms on the web. Security features allow the system administrator to block selected fields (e.g. block an agent from seeing a credit card entry) and to block specific actions (e.g. prevent an agent from clicking on a button to confirm an order—it would be possible only for the caller to do so). Caller and agent always see the exact same page, even if Cookies are used to create the page.
- **Application-sharing and desktop-sharing:** Agents can share applications and the full desktop. This powerful tool enables Agents to remotely take control of a caller's PC – especially useful for IT and ISP help desk applications.

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