

## 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 CosmoCall Universe, a simple mouse click connects shoppers with live customer service representatives (CSRs) in a multimedia sales and service environment. Live CSRs 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, CosmoCall Universe's collaboration tools let CSRs

"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. CosmoCall Universe 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.

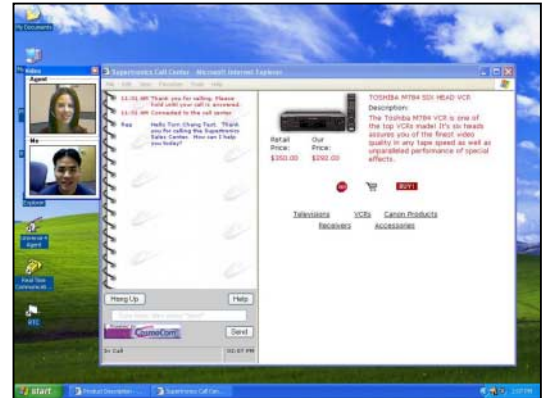
### Making the Help Desk more Helpful

With CosmoCall Universe, 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 doesn't solve the problem, users can establish a live multimedia connection to a help desk agent with a simple mouse click. Agents with CosmoCall Universe 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. CSRs can also lead callers to the specific information they need with Co-Browsing, or send an update file, install it, and test it with the user. The resulting increase in help desk agent productivity is the ultimate win-win, increasing the level of support customers receive while reducing the cost of providing that support.

### Many ways to communicate

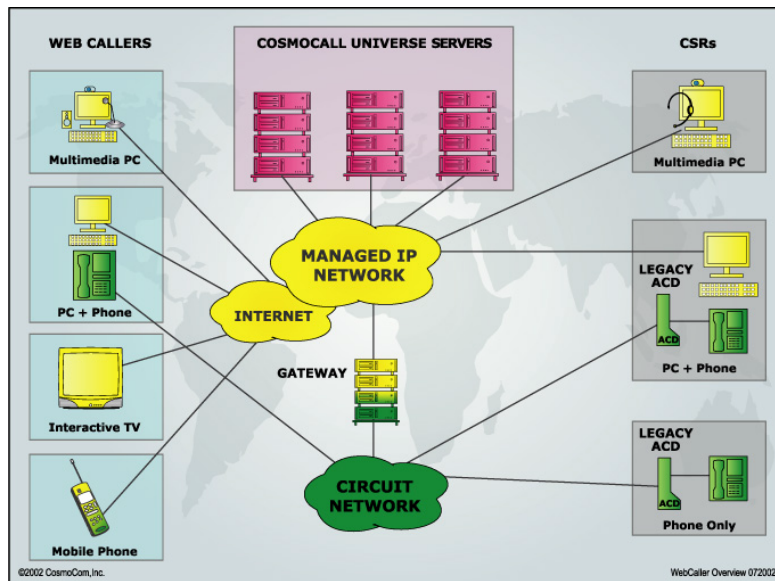
CosmoCall Universe provides a many ways for Web Callers to communicate with call center agents, including simple keyboard chat Instant Messaging, voice, or voice & video – all supplemented with collaboration capabilities including Co-Browsing and desktop sharing.

For voice conversations, Web Callers can use their multimedia PC via the Internet, or a regular telephone via the callback feature. CSRs can work in the context of a traditional telephone ACD, or simply use the CosmoCall Universe system to handle telephone calls, without another telephone-based ACD.



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

# WEBCALLER OVERVIEW



Both WebCallers and CSRs 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

CosmoCall Universe provides a number of mechanisms that can be used for the Web Caller and the CSR to converse:

- **Click-to-Call:** WebCallers use their multimedia PC to talk to a CSR who is connected to a traditional telephone ACD on the Public Switched Telephone network, or the CSR can talk through a multimedia PC as well and the call can be routed totally over the IP Network.
- **Click-to-Callback:** WebCallers request a CSR to call them back at a PSTN telephone, either immediately or at a scheduled time.
- **Click-to-Chat:** WebCallers request a CSR 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-customization for each caller. An auto-complete feature allows the CSR 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 CSRs. This can be limited to a one-way video feed, such as CSR sending video to the caller in order to provide a more "personal touch" to the transaction. Additionally, it can be a full two-way video session in cases where both parties are equipped with a video camera.

## Complementary Communications Channels

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

- **Screen Pop:** Information about the WebCaller's browsing session, such as the web page that the WebCaller was viewing and the contents of the Web Caller's shopping cart, can be presented to the CSR 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:** CSRs and callers can enjoy jointly browse the web. Both the agent and the caller can push pages to each other. Frequently used URLs are available to the CSR 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:** CSRs 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 only possible 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:** CSRs can share applications and the full desktop. This powerful tool enables CSRs to remotely take remote control of a caller's PC – especially useful for IT and ISP help desk applications.