

TOUCHCHAT

Engage Visitors Before They Abandon

One of the key tactics to reduce online abandonment is to ensure that it is easy and convenient to contact a live agent.

Key TouchChat Features or Benefits

Dynamic windows. Chat windows define the customer experience. Dynamic windows persist as consumers navigate the site so contact and context are never lost. These windows reflect site branding, support “push” content for agents to display and allow consumers to resize them to their preferences.

Agent consoles. Customer representatives know the full context of the consumer experience during a conversation. Agent interfaces are simple and intuitive so representatives can focus on conversations, not software.

Intelligent queuing. Long wait times for agents can destroy customer satisfaction. TouchCommerce only offers chat when agents are available.

Skills-based routing. Routing visitors to agents with specialized knowledge leads to higher conversions and satisfaction.

Transfer and conference. Escalations or transfers from care to sales are as necessary online as they are in call centers. TouchCommerce allows smooth transfers to the appropriate agent pool to provide the required assistance.

Security and privacy. RightTouch™ supports 128-bit encryption to ensure the conversations remain secure and all data collected your property.



Why TouchChat?

Engage Before Visitors Abandon.

57% of consumers are likely to abandon online conversions if not promptly addressed.

Visitors Want Live Assistance.

44% of consumers consider having live assistance during conversion to be one of the most important features of a website.

Contextual Engagement.

RightTouch™ supports multiple ways to engage live agents: proactive chat, reactive chat, exit chat and click-to-call.

HIGHLIGHTS

Chat engagements can be either proactive, reactive or exit.

Any type of content can be used in chat engagement: surveys, videos, guides, message, images, etc.

Fully customized chat skins.

Chat offered only to right customers at right time.

Completely secure and private data collection.

Chat supports smooth transfers to the appropriate agent pool when escalations are necessary.

