

Instant Help

An Instant Messaging solution for
Businesses wishing to increase customer
satisfaction while saving money, improving
efficiency, and increasing sales.

Outline

- Businesses Adopt IM
- Customer Contact Points
- Customer Pain Points
- Instant Help For Business
- Business Benefits
- Customer Benefits
- Conclusion

Businesses Adopt IM

- Research firm Gartner has estimated that there are now more than 300 million IM users worldwide
- Gartner also has estimated that businesses using IM could reduce internal e-mail volume by 30 to 40 percent, and voice mail volume by 10 to 15 percent

Customer Contact Points

- Web Site
- E-Mail
- Phone
- Face to Face
- Mail

Customer Pain Points

▶ Web Site

- Unable to locate answers
- Inadequate, static or stale answers
- Need for human reassurance

Customer Pain Points

continued

▶ E-Mail

- Unknown response time
- May take several e-mail exchanges to get answers

Customer Pain Points

continued

▶ Phone

- Lost in voice menu maze
- Long hold times
- CSR can't answer the question
- Dropped into Voice Mail
- Dropped calls

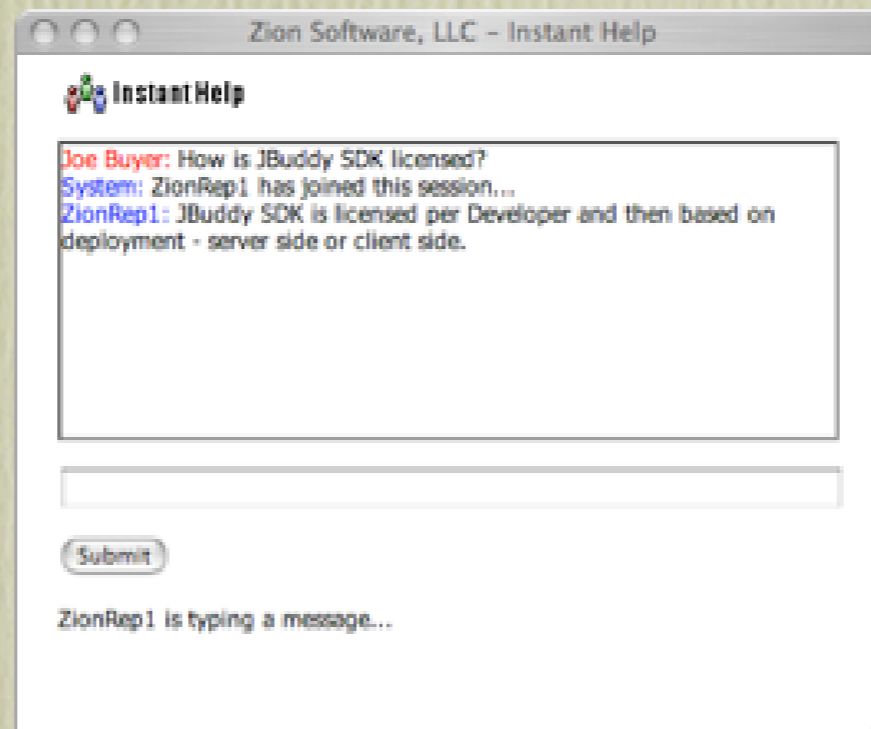
Instant Help For Business

- Instant Help is an intelligent IM 'PBX' which allows a business to offer pre and post-sales support to benefit customers through web-based live chat while leveraging existing IM infrastructure, allowing the business to maintain control, security, and compliance over all communications

Instant Help Access

Web Visitors

Browser
Chat
Interface



Instant Help Access

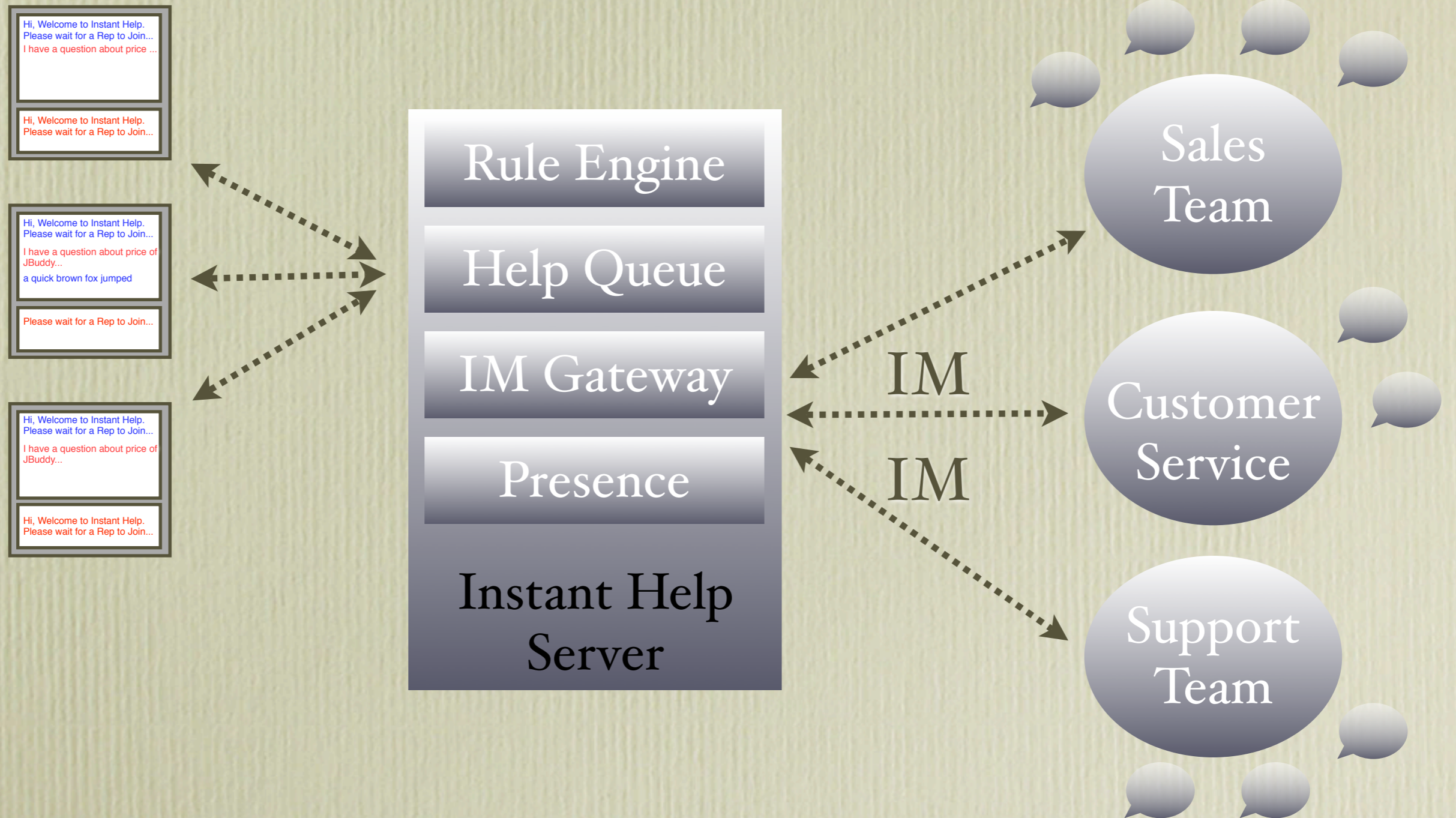
Business

Employees can assist web visitors from the comfort of their Lotus Sametime IM Client on the desktop or mobile

- Enterprise IM
Lotus Sametime
- Mobile IM

Instant Help Architecture

web visitors



Business Benefits

- Cost Savings for Businesses
 - Reuse existing IM infrastructure
 - Reuse existing Customer Support staff
 - Reduce support call time and volume

Business Benefits

continued

- Improved Efficiency
 - Studies show up to six concurrent text chats can be handled by a CSR that would otherwise only handle one voice call.
 - Instant access to internal domain experts through Enterprise IM

Business Benefits

continued

- Increased Sales
 - Better customer services leads to repeat business and referrals
 - Ability for sales personal to engage otherwise invisible WWW visitors, thereby increasing chances for online sales

Customer Benefits

- Reduced wait time for help
- Improved customer experience
- Quick answers from knowledgeable, empowered reps
- Human reassurance received

Conclusion

- Businesses using Instant Help will increase customer satisfaction while saving money, improving business efficiency and increasing sales!

Contact Information

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