



## **Genesys Web Collaboration**




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### Boost Customer Satisfaction and Capture Lost Revenue with Genesys Web Collaboration

One of the biggest reasons that organizations today lose sales opportunities is customer abandonment of Web forms and shopping carts. But the solution is often a simple matter of broadening the organization's customer service capabilities. Genesys Web Collaboration helps you enhance the online experience, which will improve first-contact resolution rates, reduce abandonment rates, boost customer loyalty, and decrease customer service costs.

Genesys Web Collaboration lets customer service agents initiate co-browsing sessions that, in conjunction with real-time chat or phone support, enable them to provide more effective, and personalized, online assistance. By being able to view what online customers are seeing, the agent can help with everything from resolving shopping questions to completing forms and applications. The ability to co-browse with customers can prevent having to escalate problems to another channel, and will also boost customer satisfaction in the process.

Genesys Web Collaboration will help you solve your customers' issues quickly, which will build loyalty and improve the efficiency of your customer service. Its functionality integrates directly into Genesys' familiar, easy-to-use interface, making it ideal for use with Genesys Chat, and ensuring that customer service agents can easily add this valuable visual aid to their real-time customer interactions.

### Business Struggles with Shopping Cart Abandonment and Web Form Bailout

Customer Service managers know the health of their organizations is increasingly tied to their ability to ensure that as many online customers as possible finalize their purchases by completely filling out Web forms and applications. Customers' inability to find information, easily compare products, or comprehend forms leads to reduced customer loyalty, lost sales, and additional costs for customer service organizations trying to resolve problems.

Research firms such as MarketingSherpa estimate that shopping cart abandonment rates are as high as 60%, and form abandonment rates are likely just as high, meaning that a little intervention could translate to a vastly improved experience for three of every five visitors who want to engage with you through your Web site.

The brutal reality is that giving your online customers any reason to feel frustrated or confused is likely to lead to lost opportunities. It's critical that you ensure your Web site visitors can easily perform the tasks they're looking to complete. Whether that means helping them answer questions in an online form or guiding them through the check-out process, Genesys Web Collaboration lets you be there, in real time, providing the most personal level of online assistance possible.

## Genesys Web Collaboration Can Elevate Your Online Customers' Experience

By incorporating Genesys Web Collaboration into your Web support environment, you'll empower your customers and customer service representatives to initiate co-browsing sessions — enabling hands-on assistance with everything from site navigation and form completion, to picking the right sweater and completing the checkout process.

Naturally, the concept of co-browsing brings with it concerns about customer privacy. Genesys Web Collaboration's industry leading security ensures your customers' private information remains safe. Account numbers and other sensitive data can be blocked from the agent's view, as can your site's "submit" buttons, and there is no sharing of desktops or files. Built-in customization capabilities let you tailor your co-browsing activities to your security and privacy policies. Plus, no download is required, thus removing a significant barrier to customers' acceptance of co-browsing.

The potential payoff in using co-browsing to improve first-contact resolution is clear. According to the Yankee Group, the inability to resolve an issue on the first try accounts for one-third of a contact center's operational costs, so addressing problems swiftly contributes directly to the bottom line. Additionally, Yankee Group research indicates that 85% of Web customers intend to make additional online purchases from companies that solve their problems quickly and easily.

With Genesys Web Collaboration, you'll improve your customers' online experience, while also protecting the investments you've made in your Web site. Imagine your customer service reps helping clothing shoppers through their confusion about sizes, colors, or textures, or helping potential home buyers complete online loan applications quickly and accurately. In each case, the ability to help a customer get past an obstacle transforms a potentially frustrating experience into a satisfying one.



## Giving Your Customer Service Agents the Power of Personalized Assistance

Genesys Web Collaboration puts a wealth of functionality at your customer service representatives' fingertips, enabling them to provide a level of personalized service that will keep issues from being escalated to additional support channels. It begins with the dynamic start page, which prevents the agent from having to re-start a process when a customer asks for co-browsing help. The dynamic start page allows the agent to pick things up right where the problem surfaced. Once co-browsing sessions are launched, page-sharing capabilities let agents see exactly what customers are seeing on your site, enabling them to view problem areas first-hand. And, the software's form-sharing feature allows agents to help customers fill out online forms completely and with confidence, thus reducing abandonment rates.

Genesys Web Collaboration also allows agents to be proactive in initiating co-browsing sessions. For example, when it becomes apparent during a chat session or phone call that co-browsing may be the best way to solve a problem, an agent can initiate the collaboration session and invite the customer to join.

Putting such tools in your customer service agents' hands yields clear business benefits. With Genesys Web Collaboration, form completion rates are increased, and fewer potential sales are lost; customer experience improvements lead to higher levels of satisfaction, improved loyalty and less churn; additional opportunities to up-sell and cross-sell translate to an increase in the size of the average sale; and issues are more likely to be resolved during the first support session.

## Bringing In-Store Service Levels to Your Web Site with Genesys Web Collaboration

The simple truth is that by adding Genesys Web Collaboration to your online support mix, you'll ensure that your customer service operation can deliver the highest level of customer satisfaction, and also drive revenue by assisting during the buying process. With online customer service becoming an ever-larger part of most organizations' business strategy, being able to provide the same kind of personalized assistance that on-site customers have grown to expect will provide the edge that keeps customers from requiring an additional interaction with your service center, or taking their transaction to a competitor's site.

The capabilities of Genesys Web Collaboration will give your customers peace of mind by knowing that no matter what issues they might face when conducting online business with you, personalized assistance is just a click away. And your customer service representatives will have the confidence that comes with knowing that they have every tool they need to deliver the superior online experience your customers crave.

Differentiate your customer service operations with Genesys Web Collaboration. Give your agents the edge they need to resolve your online customers' problems on the first try, and create the online experience your customers deserve.



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Genesys is the world's leading provider of customer service and contact software — with more than 4,000 customers in 80 countries. Drawing on its more than 20 years of customer service innovation and experience, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to effectively drive today's customer conversation. Genesys software directs more than 100 million interactions every day, maximizing the value of customer engagement and differentiating the experience by driving personalization and multi-channel customer service — and extending customer service across the enterprise to optimize processes and the performance of customer-facing employees.

For more information visit:  
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