

# eGain Proactive Chat

## An eGain Professional Services Solution

*Do your website visitors get all the help they need? Make help available not just where it is needed, but when it is needed. Implement eGain Proactive Chat to engage and assist visitors as they browse your website.*

### Benefits

- ▶ Provide a superior online browsing and buying experience
- ▶ Enhance customer satisfaction
- ▶ Increase online revenue by converting browsers into buyers

### Specifications

- ▶ For eGain LiveWeb
- ▶ Works with all supported platforms, service packs, and databases
- ▶ Requires no additional software

**eGain Proactive Chat** extends the power of your eGain LiveWeb system by enabling you to offer proactive assistance to website visitors. It has been developed by eGain's Professional Services team as an optional module for eGain LiveWeb, the industry's leading and chat and cobrowsing software.

The benefits are many. Real-time assistance is always at hand for website visitors, leading to a better browsing and shopping experience. For businesses it means better chances of converting browsers into buyers.

### How it works

The eGain Proactive Chat module works by monitoring customer actions on a web page with the help of certain criteria to identify opportunities for offering help. When such an opportunity arises, the system generates a greeting and asks the visitor whether she or he would like to chat with an online advisor. The criteria can be as simple as the amount of time spent on a web page or the number of mouseover actions on a particular item on the page. The help can be offered automatically or be triggered by a LiveWeb administrator monitoring the online activity of the customer.

The module includes the following components:

- ▶ A **LiveWeb Proactive Chat client** that collects the web page visit information, contains the help criteria, and offers help. This is a small Javascript code snippet that has to be part of all pages on which proactive chat is enabled.
- ▶ A **Proactive Chat servlet**, a server side component.
- ▶ A **Web Visitor Monitor** that is a monitoring console and has the ability to trigger the offer for help, if needed.

Companies who currently use the module find that it considerably improves the browsing experience of website visitors, encouraging them to buy.

### Package details

The package includes one day of installation and training. 