



# Web chat service solution

Today's customers choose to communicate in a wide variety of ways, including phone, email, SMS, web chat, Facebook and Twitter. Smarter customer engagement starts with being able to communicate effectively in the manner your customers choose.

Chat is fast becoming a channel of choice for customer service and is the perfect complement to our CyCC™ omni-channel contact centre solution.

Customers increasingly start their relationship with your business online and it's a simple next step to click and chat with a member of your team.

Your customers will appreciate the more direct and personal service that web chat provides. It's not social media and therefore your interaction with your customer is only with them, not visible as part of an open forum or discussion.

By building customer-centric, omni-channel technology into your sales and support structure, your organisation will embrace the myriad of emerging technology and methods of communication.

- Give your clients instant communication with your internal teams, meaning better customer service.
- Instant sales leads for your business when a visitor initiates a web chat request from your website.
- Better first impressions of your business when new and existing clients get answered quickly and efficiently.
- Personal rather than an open public forum.
- Overcomes issues with accents, regional dialects, noisy environments etc.
- Provides an audit trail of the interaction.
- Very efficient, introducing multiple chats for agents.
- Enhances customer service as teams can talk to each other internally and provide the best response for the customer.
- Integrate CyChat with our CyCC™ solution for full omni-channel call centre functionality.
- Route different customer initiated web chat.
- Request to specific teams like sales, support and accounts.
- Direct the web chat request to our CyChat web based desktop client.
- One-on-one or multi-party chat.
- Transfer current chat or web chat requests to your colleagues quickly and easily.

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