

An Online Conversation with Your Customer

1. Engage with more prospects / customers online
2. Convert customers on public web pages. Close more sales
3. Enhance end user experience and net promoter score
4. Advise in a very personal way, just like in a branch office
5. Use your existing digital front-ends as the backdrop to the conversation
6. Cut average time of support cases by half

Visitor



The customer is browsing an online offer on the bank's website

An engagement pop-up offers help and suggest a chat with an agent

The prospective/existing customer begin chatting.

Agent



The agent accepts the chat.

He/She starts to engage and thanks to unblu's LiveView he/she can see exactly what the visitor sees. The agent assists in context.

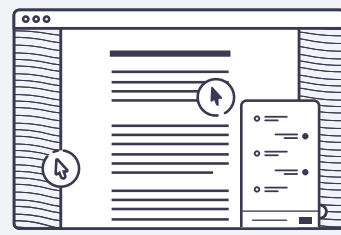
Thanks to our LiveView technology, the length of a chat conversation is reduced by at least 30%.

Embedded Co-browsing

The agent requests the visitor's **permission to start a co-browsing session**. The agent will then join the visitor within the web application.



The customer **accepts the co-browsing session** with their RM.



Invite a Specialist

The visitor asks a question that the agent isn't qualified to answer.

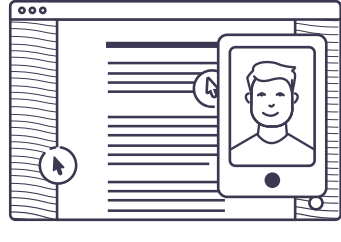
Within unblu, the agent **invites a specialist** directly to the chat session, which now becomes a 3-way conversation.

The agent leaves the conversation and the specialist takes over.

Start Video Chat

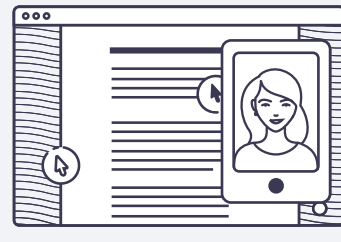
The specialist suggests continuing with a Video Call. This helps to facilitate a more personal conversation necessary for a successful sales process.

The video begins with one click



The customer can active their camera if they choose to. If not, the agent's video camera is enabled with an audio connection.

In 80% of the cases only the specialist activates the video. The prospect/customer is often not comfortable to do so.



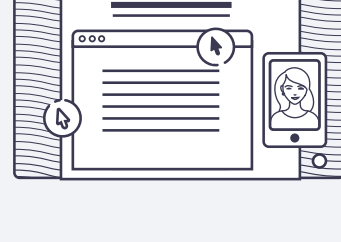
Universal Co-browsing

The discussion now involves partially external websites as part of the sales process.

With one click, the agent begins Universal co-browsing and proceeds to the specific page.



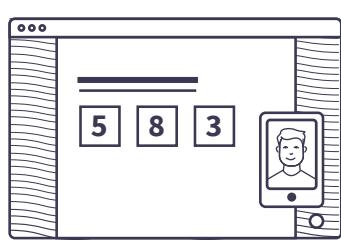
A virtual browser is now visible to the customer and agent opens the particular website while the customer follows.



Go to login area

The specialist needs further information that can only be viewed in a secure online banking environment. The agent suggests accompanying the customer through the login process.

Through this step the customer authenticates him/herself. During the entire process the specialist remains with the customer – while of course, data privacy rests assured.



A virtual browser is now visible to the customer and agent opens the particular website while the customer follows.



Document Co-Browsing

The Document Co-Browsing begins when the customer clicks on the PDF.

A PDF is generated automatically within the web application

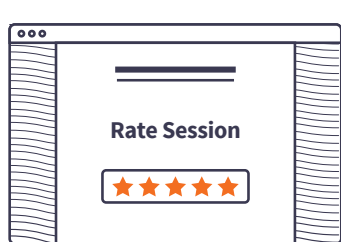
Since the pdf summarises the transaction – the customer **clicks on the PDF and Document Co-Browsing starts.**



The specialist wraps up their portion and thanks the client.

The session ends

Satisfied Customer?



Once the session is terminated, a session rating dialog is presented.

Deliver an in-person experience online

100% secure

Cloud & On-premises

No downloads required

The online engagement solution chosen by more than 100 financial institutions