



It's Much More Than Video Chat.

Compare Us to Ordinary Video Chat.

Live Expert is Extraordinary.

	Live Expert	Video Chat Systems
Agent Selection Based on Skill and Context		
• Customer's logical location – webpage or network	✓	
• Customer's physical location – store, department, or GPS coordinates	✓	
• Product, service, subject matter expertise and customer's language choice	✓	
• Customer identity and agents who assisted that customer previously	✓	
• Customer can also choose from a list of available agents	✓	
Video Call Management		
• Video calls can be routed anywhere – to employees and partners	✓	
• Comprehensive customer queue management	✓	
• Call transfer by agent or category, as well as concierge feature	✓	
• Automatic video bitrate adjustment based on network performance	✓	
Customer Engagement		
• Proactive or passive engagement	✓	limited
• Customer call back option via phone, plus email link to video chat	✓	
• Automatically adjusts for camera, microphone, browser, and bandwidth	✓	limited
• Customer can choose 1-way or 2-way video	✓	✓
• Customer remains inside the same browser session	✓	
• 6 ways for agents to share content and co-browse with customer	✓	limited
• Video chat sessions are linked to shopping cart and checkout data	✓	
• Instant customer satisfaction rating	✓	some
Agent Empowerment		
• Agents can control all components at customer's endpoint (LE Station)	✓	
• Automatically retrieves customer & location data and content	✓	
• Agents see number of customers in queue, by expertise type	✓	
• Agents see thumbnail view of content shared with customer	✓	
• Agents see audio and video quality meters in real time	✓	
• Agents can instantly contact onsite employees.	✓	



- ◆ Most complete CRM for video-assisted customer service.
- ◆ Currently handles 15,000+ video calls per month with 80% sales conversion rate.

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Content Sharing and Co-Browsing		
• Agents can direct customer's browser to any webpage with one click	✓	some
• Agents can conduct a desktop sharing session	✓	some
• Agents can share information from any system without integration	✓	
• Agents can share a portion of any screen content with customer	✓	
• Agents can share content from Live Expert database or external databases	✓	
• Agents can send files and receive files from customers	✓	some
Complete Customer Relationship Management (CRM) System		
• Sophisticated agent and location profile & skill maintenance	✓	
• Automatic multi-language content and data retrieval	✓	
• Instant access to product and service catalog	✓	
• Customer record maintenance contact and order history	✓	
• Order entry, order processing, invoicing	✓	
Comprehensive Analytics & Reporting		
• 31 configurable reports with web access	✓	
• Analytics on customer, agent, location, and service session activities	✓	some
• Alerts/reports on network connectivity and LE Studio and LE Station availability	✓	
• Record & review video call and agent workstation activity (in development)	✓	
Easy to Deploy and Affordable		
• Add Live Expert service on any webpage as a simple widget	✓	✓
• No need for customers to download special software	✓	✓
• No expensive proprietary hardware required	✓	✓
• Same agents, LE Studios and LE Enterprise used for all channels	✓	✓
• Priced like plain text chat – the most advanced, most comprehensive, next generation customer engagement system, provided as a turnkey service.	✓	
Expertise, Experience & Leadership		
• 5 years of providing video-assisted CRM system to industry leaders like Hertz, Staples, Best Buy, Tesco and Adecco. Featured solution at Accenture's Customer Innovation Network Centers around the world.	✓	