



It's Much More Than Videoconferencing

Companies that use Live Expert know that they need much more than just a videoconferencing system to provide live, remote agent services.

To provide your customers the same or even better service than they receive from onsite staff, but with significantly lower operating costs, these Live Expert capabilities are essential.

Features	Live Expert	Traditional Videoconferencing
Skill Based Video Call Routing	<p>Each customer has unique needs. Live Expert instantly routes video calls to agents based on each customer's topic and language choice or customer profile. Each customer has the most qualified agent assist them for their specific needs.</p> <p>Further, video calls can be seamlessly routed to company agents, third parties, and partners.</p>	<p>Do not have these capabilities.</p> <p>Focused on scheduled meetings, not instantaneous, on-demand sales and customer service needs.</p>
Agent Availability & Customer Queue Management	<p>Monitors agent availability and manages customer queues based on sophisticated rules that are easy to configure. Agents also see how many customers are waiting at all times and can adjust their interaction time accordingly.</p> <p>Centralized, on-demand staffing significantly reduces staffing costs but provides customers at all locations with more availability of service and less wait time.</p>	<p>Do not have these capabilities.</p>
Automatic Content Retrieval	<p>Agent's Expert Studio automatically presents information about the customer, customer's location, and customer's topic selection for each call. This helps agents provide prompt, relevant service while maintaining eye contact with the customer, and avoid uncomfortable pauses during the call.</p>	<p>Do not have these capabilities.</p>
Information at Their Fingertips	<p>By having all necessary information available at the Expert Studio (even content from other enterprise systems - without any systems integration), agents can assist customers more efficiently and with more information than on site staff can.</p>	<p>Do not have these capabilities.</p>
Like Being There with the Customer	<p>Customers connect to agents with a single touch of the screen. Agents can control all devices at the customer's endpoint – adjust volume, print, upload/download files, monitor video quality, and automatically reconnect if a video call is dropped.</p>	<p>Users must be skilled with the videoconferencing system, and the person at the other end of the call cannot help them.</p>
Comprehensive System Designed Specifically for Customer Service	<p>Designed and built from the ground-up to provide comprehensive and seamless remote customer services, including CRM, product & service information catalog, inventory availability, order entry & retrieval, concierge function, email follow up, and contacting store personnel.</p>	<p>Designed for general purpose videoconferencing, not for customer service.</p>

Features	Live Expert	Traditional Videoconferencing
POS Device Integration	Live Expert is integrated with many point-of-sale devices to enable seamless transactions--credit card readers, driver license scanners, laser printers and thermal printers.	Do not have these capabilities.
Flexible Deployment Options	Built to operate standalone or with existing kiosks and legacy systems. Live Expert can operate with or without a kiosk enclosure and can be operated in different configurations – single display, dual display, etc. Also provides ability to share information with the customer from any other system without any system integration.	Do not have these capabilities.
Runs on Off-the-Shelf Equipment	Runs on off-the-shelf equipment – no proprietary hardware is needed. If clients elect to have a kiosk enclosure, they can choose their own or select from models we offer.	Often requires expensive, specialized equipment provided by the vendor.
Analytics and Management Reports	Provides comprehensive reports on call center performance, customer activity, agent activity, transaction activity, customer feedback, network connectivity, and system performance.	Limited to video call metrics.
Easy to Support	Provides easy configuration tools, continuously monitors the health of each endpoint, and makes software and content updates easy to administer.	Not designed for unattended administration and public use; lacks the same easy support features.
Inexpensive	Implementation cost per location is a small fraction of the cost of a single store associate.	Per location costs are high, and often require the purchase of expensive videoconferencing hardware.
Proven Solution	Live Expert is the industry's most widely deployed videoconferencing CRM system. Live Expert is used for nearly 10,000 customer service sessions per month and achieves a sales conversion rate of 80%, very high by retail standards. In surveys, an overwhelming majority of customers say that they will use the system again.	Not used for customer service.
Proven Track Record	ClairVista has deep experience and a successful record in developing and rolling out remote interaction systems at thousands of retail locations. We led the development of the Redbox Automated DVD machines and systems for McDonald's (since acquired by Coinstar), which has grown to 25,000 installations and generates \$1 billion in annual revenue and significant profits.	Not used as remote, public-hardened, unattended system.

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