

Talisma Chat



Power and Scale:
Talisma powers three of the largest chat implementations in the world, accounting for over 4 million chat sessions per month.

Service customer at the source, without costly phone calls

The Business Problem

The internet is bringing the world together and transforming call centers into contact centers. Companies are trying to improve customer satisfaction, increase loyalty, and reduce costs. The world is becoming more Web-centric and connected via multiple forms of communication, including chat. A September 2004 study by the Pew Internet & American Life Project found that 53 million Americans use chat functionality. Almost a quarter prefer chat to email.

The Talisma Chat Solution

Talisma Chat empowers companies to cost-effectively serve customers through an instant communication channel. Customers get help at the point of need, increasing satisfaction. Chat sessions are threaded into the customer record, giving agents a complete view of the entire customer history across channels, putting the current interaction in context. Each agent can build on the last interaction, even if it's their first contact with the customer. Agents drive more revenue with better up-sell/cross-sell opportunities by seeing a better picture of the customer. Flexible reporting facilitates both detail and high level synthesis, supporting tactical and strategic management.

Benefits Include:

Help customers at the point of need

- Place 'Chat Now' buttons where customers have Web site or product questions
- Aid customers with filling forms or searches using co-browsing functionality
- Assist clients using proactive chat. Configurable rules ensure the best prospects get offers, increasing revenue

Increase agent productivity

- Ensure consistent, branded responses through knowledge integration and canned responses
- Support multiple simultaneous chats per agent with an easy-to-use interface
- Direct chat sessions to the appropriate agent with intelligent routing rules

Measure, manage, and succeed

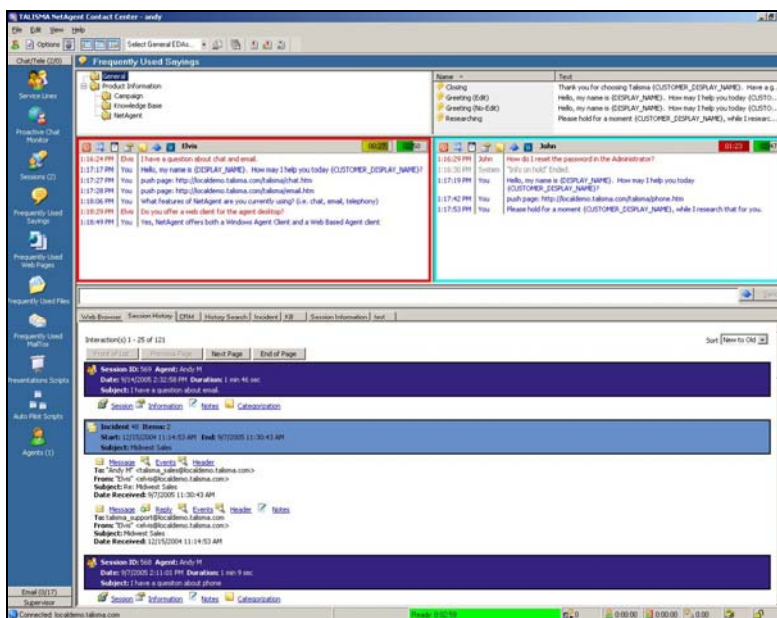
- Monitor ongoing chats, "whisper" to agents, or take over sessions, ensuring quality customer service and more effective training
- Manage customer service more easily with dashboards, timers, and real-time reports

Talisma Chat

Talisma Chat is a secure, scalable communication channel with an easy to use interface. Available in hosted and licensed models, the rapidly deployable application is backed by best-in-class training and experienced implementation teams.

We've realized a
400% agent
productivity increase
using Talisma Chat.

-Talisma tech
customer



Talisma Chat enables multiple chat sessions with powerful tools for a quick response

Key Features:

Text Dialogue and Co-browsing

- Reactive chat from Web site links
- Proactive chat initiated per dynamic rules
- Visitor clickstream history
- Agents and customers can co-browse orders, knowledgebase, and shopping carts
- Transcripts are retained and can be sent to customers

Productivity Tools

- Threaded interactions show complete customer history
- Knowledgebase integration
- Comprehensive library of quick responses
- Agent to supervisor instant messaging
- Multiple simultaneous chats per agent
- Transfer and escalation support
- Reconnect to original agent upon reboot

Supervisory Functions

- Audit chat sessions in progress
- Full timer and load level dashboard
- Real time, custom, and historical reporting, featuring queue stats, active sessions, and workload
- Manage and monitor agent chats for training and quality
- Whisper and take-over functionality
- Browser-based administration
- Scheduled reports delivered via email

Customer Experience

- No downloads required
- Supports all standard browsers
- On hold presentation scripts
- Personal support at the point of need

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