



Enghouse
Interactive



Communications Center: Web Chat Queuing

MODULE PAPER

Your company website is an excellent tool to present your business, your products and services, and your people. It can be a very successful sales or services tool. But there will always be people – potential or returning consumers of your offerings – who need more engagement than your website can provide by itself.

Rather than losing business to a competitor, or failing to provide the level of service you desire, Enghouse Interactive's *Web Chat Queuing* module lets you easily and seamlessly convert zero-touch to low-touch engagement without the visitor leaving your website.

Web Chat Queuing allows you to differentiate your business by offering customers choices about how they do business with you. They will be delighted by your organization's ability to respond quickly, in a professional yet personalized manner, providing the real-time assistance they need.

Visitors simply click a button on a web page to request a chat conversation with a representative from your company. The chat is queued into the contact center and assigned whatever priority your administrators have designed for this type of interaction – usually very high, especially for sales, since you have someone right there on your website potentially looking to spend money with you.

Enghouse Interactive proudly presents Communications Center *Web Chat Queuing* as a tool to:

- Increase the success of your web traffic engagement and support your online content
- Offer consumers and customers their preferred channel of engagement
- Provide agents with variety, with a channel familiar to many
- Streamline process and apply contact center standards to these interactions
- Fully understand and improve the customer experience that you offer
- Obtain fully integrated business intelligence of activity across the entire contact center.

How Does *Web Chat Queuing* Work?

When browsing your website, a web visitor simply clicks a button on any web page to request a chat with someone from your business. While waiting for answer they can view the progress of their request, or, if they wish, they can cancel it.

They will be answered by the first available agent. Communications Center allows you to prioritize your Web Chat Queue if you wish, so that web chat interactions are delivered ahead of lower value channels.

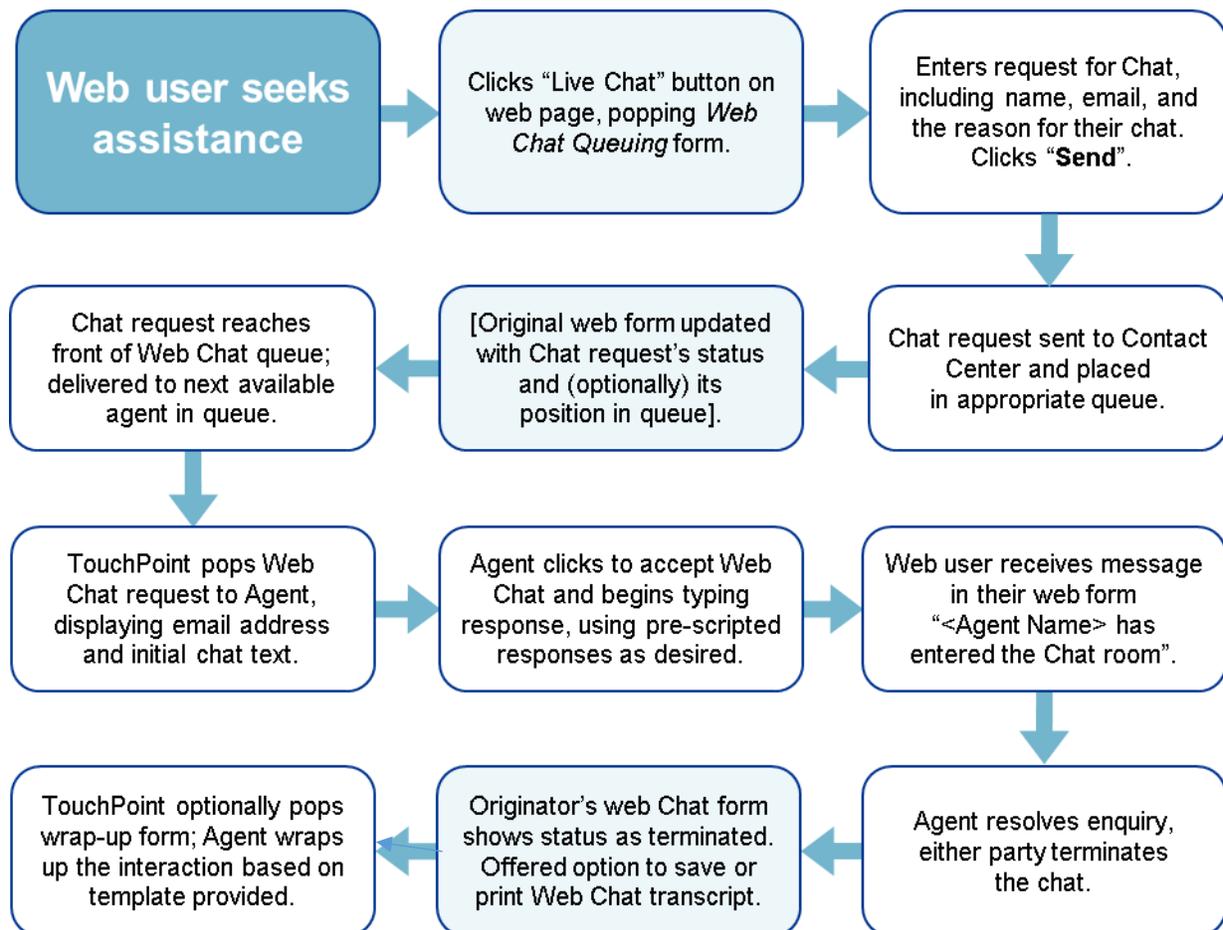


Figure 1. The Web Chat Queuing Process

Expand the Interaction Options That You Offer

Contact center research shows that Chat is increasingly the channel of choice for consumers under 55 years. These are not just the people already browsing your website; they include a growing demographic whose first choice to engage with your company is go to your website, rather than use the phone.

Web Chat Queuing is a low-touch tool of engagement that will slot seamlessly into your contact center to allow your organization to service consumers more efficiently and effectively.

Web Chat Queuing now includes special features that allow your agents to offer hands-on assistance to visitors on your website, including filling out forms, signing up for special programs, navigating different pages and so on.

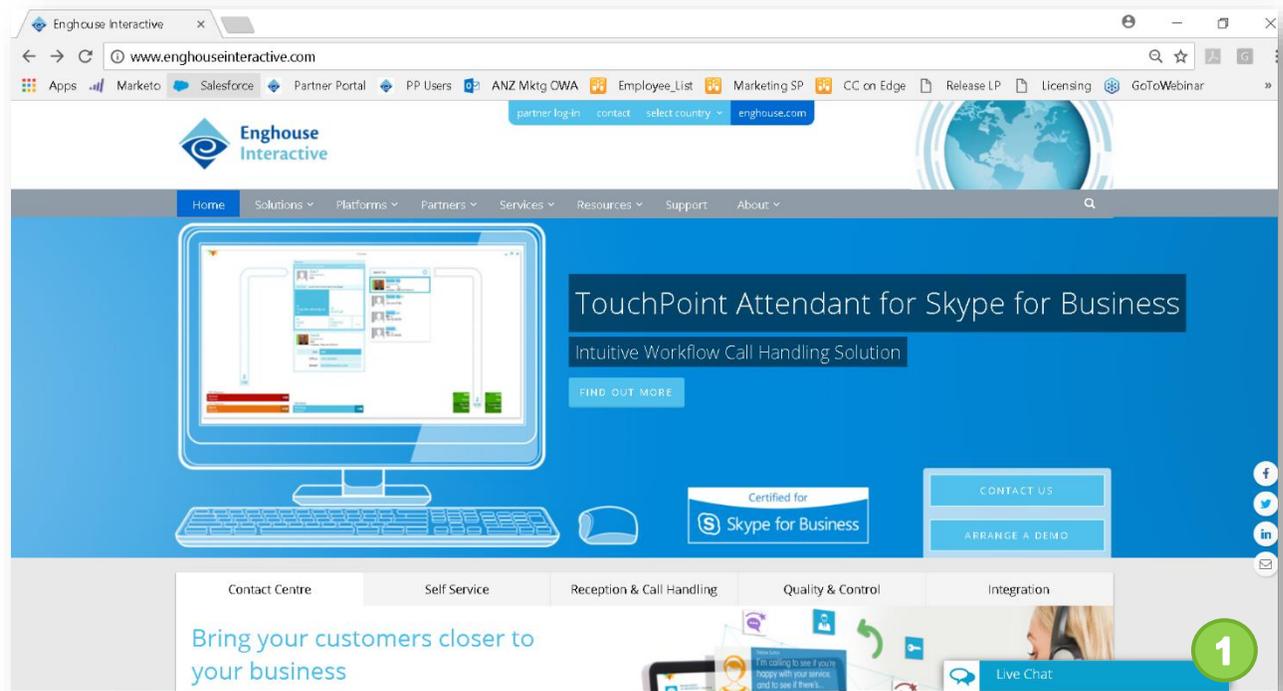


Figure 2. Lodging a Web Chat request from the website

<p>1</p>	<p>Enghouse Interactive provides a web chat deployment package. This includes a template that your web owner can adapt to suit your organization's brand style guide, and apply to your website.</p>
----------	--

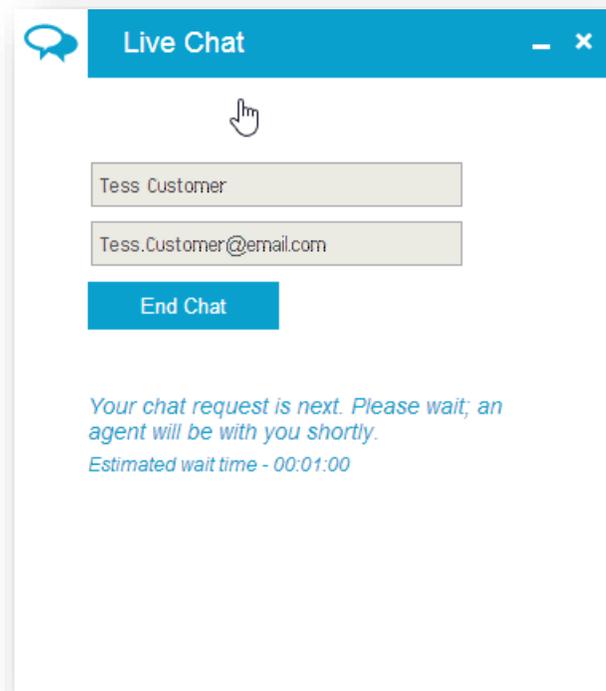


Figure 3. Communications Center can automatically post position in queue and estimated time until answer to web chat customers waiting online for their chat to be answered.

Maximize Web Engagement

Increasing numbers of consumers prefer the immediacy, convenience and anonymity of spontaneous web browsing. It's important to your business to secure value from these web interactions while offering convenience to customers.

Maximize sales and service opportunities from your website by giving potential customers or consumers an easy and immediate way to interact with your contact center from your website.

Customer service levels and web-based sales revenues can be dramatically improved by offering engagement directly from the website to support web content on your site. When getting a response to a question can make the difference between a sale and a walk-away, the return on investment is clear. *Web Chat Queuing* allows consumers to connect with your company while looking at your web page, so they can continue their engagement as soon as their query is resolved.

An integral function of Enghouse Interactive's *Web Chat Queuing* is the assistance that agents can provide, allowing them to easily and efficiently coach web users through navigation of your website using tools such as the following – if you choose to enable them:

- **Historical page tracking** – agents can be sent a list of a customer's **prior** activity on your website, before they lodged the chat, giving them context to a customer enquiry
- **Current page tracking** – agents are sent a list of a customer's **current** activity on your website, while they are engaged in the chat, allowing them to respond relevantly
- **Persistent chat** – the chat session stays open on the customer's web page even if they advance to a new page on your website¹, allowing an agent to talk a customer through various options on your website
- **Page sharing** – with *Web Chat Queuing's Advanced Chat*², an agent can request a page sharing session with the customer that – if the customer accepts the request – duplicates all of the customer's screen to the agent, so that the agent can follow exactly what they are doing while they chat
- **Assist mode** – while in page sharing (above), an agent can further guide the customer by entering Assist mode, allowing them to highlight areas on screen, scroll up or down the page, or even key data into a field on the customer screen. The agent's screen, however, does not allow them to action anything on the page. If the agent keys data into a field, only the customer can submit the data, click a button or follow a link.

¹ Persistent chat is ended after 60 seconds if a customer does not return to the page after either closing the tab where the chat was initiated, or moving off your website, within the tab where the chat was initiated.

² Advanced Chat is a fixed per-agent add-on license enabling the advanced functionality of Page sharing and Escalation.

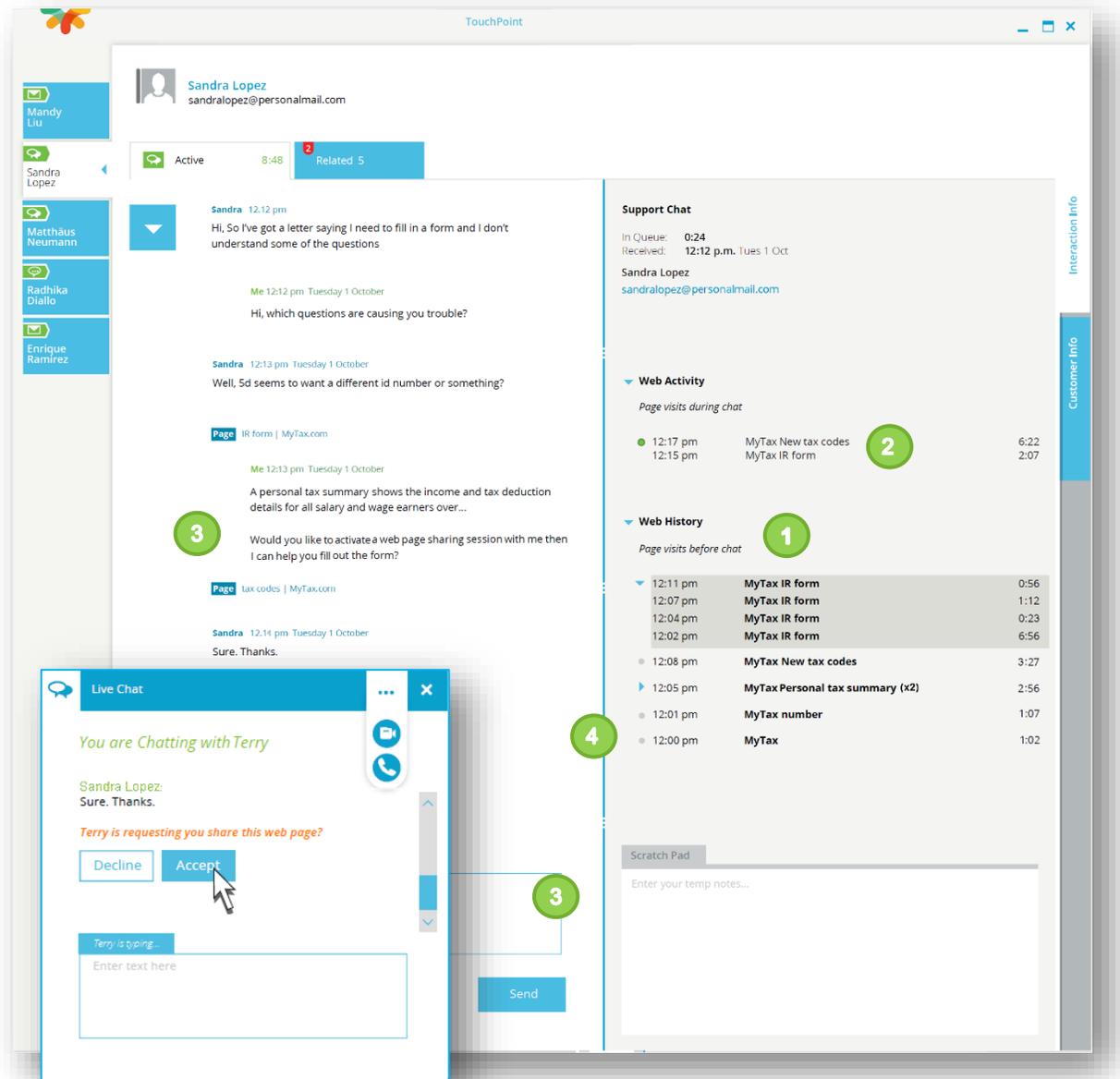


Figure 4. Agent Terry requests customer Sandra Lopez to Share her web page so he can guide her

1	If configured in CC Web Chat Queuing, TouchPoint can include a list of a customer's browsing history [on your website only] when the chat is presented to the agent.
2	The green dot shows the page the customer is currently on at time of chatting.
3	The agent can request a sharing session in order to follow their activity onscreen.
4	Audio and Video escalation options are available to both agent and customer if your CC solution has these licensed and configured.

Offer Escalation When Needed

There are always times when it becomes more efficient and effective to just talk to the customer directly. Get the jump on your competitors and increase your own resolution outcomes by offering this highly convenient feature to your customers (and agents). *Web Chat Queuing's Advanced Chat* lets you offer the option to escalate a Chat interaction to a video call or a phone call, directly from the active web chat window³.

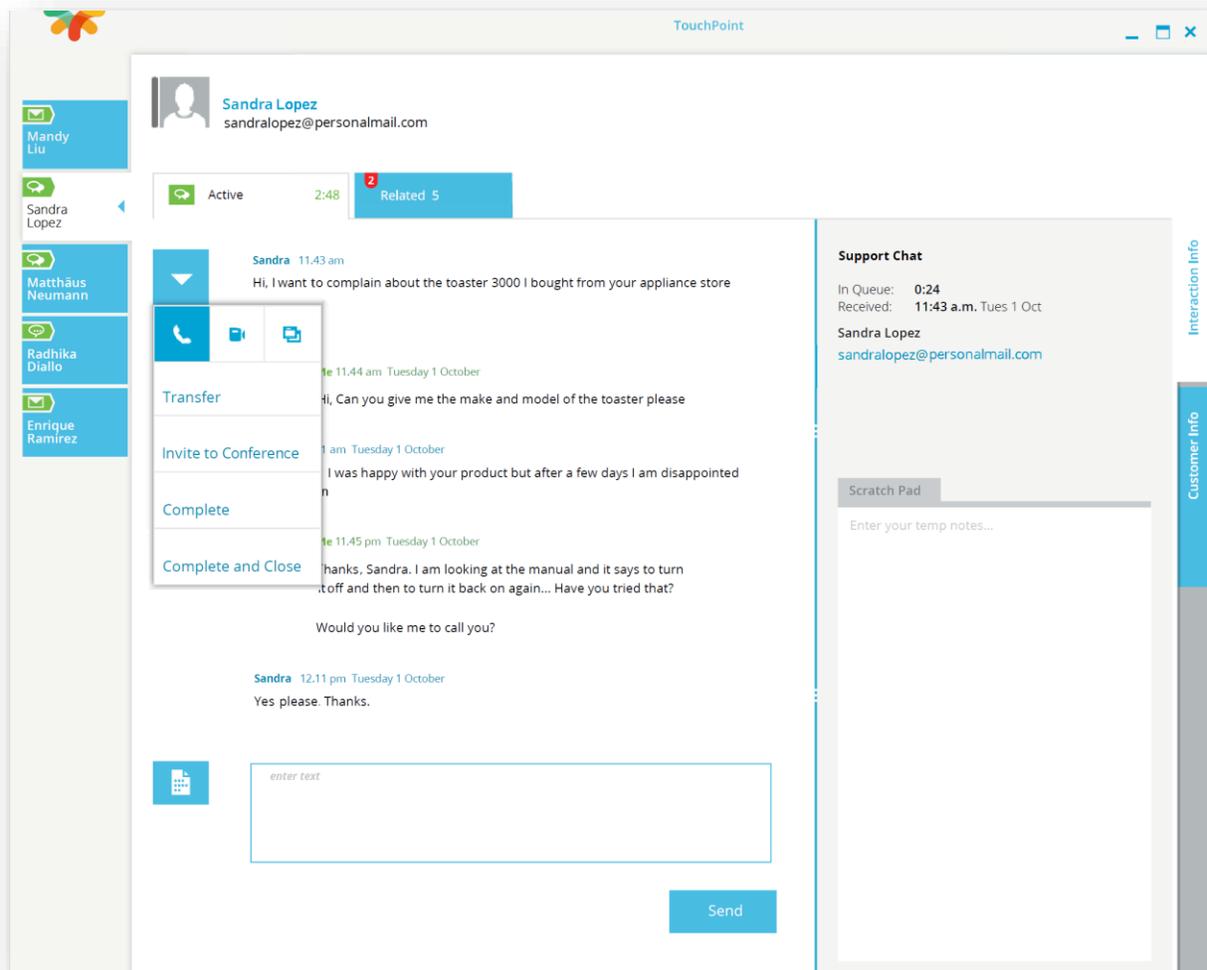


Figure 5. Agents or customers simply click a button in their web chat interaction window to escalate a chat to voice or video

³ Also requires third-party cloud-based TURN service; end customer must be using Web RTC-compatible web browser.

Provide Agents with Variety

Just as Chat is fast-growing in consumer popularity, contact centers are finding that agents of all ages are keen to expand their skill-set and add variety to their day-to-day activities with the addition of web chat.

While it is important that a certain standard of written language communication is required, it does not typically require the degree of fluency recommended for email. Communications Center *Web Chat Queuing* allows managers to build a library of “canned” phrases that let agents communicate easily and efficiently within a predefined structure, while maintaining a high standard for your organization.

Streamline Web Interactions within the Contact Center

Integrating web interactions into your daily contact center operations adds efficiency and structure. By bringing your agents’ Web Chat interactions into Communications Center’s agent user interface, *TouchPoint*, your Web Chat process is converted into a contact center process which applies the same standards, expectations and metrics for voice and other channel interactions, to *Web Chat* interactions. It also means that additional smarts can be applied that are designed for contact center operation, and not ordinarily available in a *Web Chat* environment.

- Web Chat interactions are administered as part of the Communications Center solution in line with all other channels. All the functionality of Communications Center such as skills-based routing, analytics, and operating modes are available in *Web Chat Queuing*. For example, skills-based routing ensures that *Web Chat Queuing* requests are directed specifically to the agent best able to handle them, based on their skills and/or knowledge.
- Get overall visibility across all channels, agents and queues, for the whole contact center
- Apply and maintain standards, parameters and metrics for web interactions as for other channels
- Ensure efficiency and accelerate onboarding, by giving all your staff the same tools for all their contact center tasks. Agents are delivered each interaction in a familiar and consistent way regardless of the interaction or channel type, via the *TouchPoint* interface – allowing agents and managers to easily adapt to new channels as required.
- Chat interactions are held by the chat queue on the Enghouse Interactive server and are delivered to agents only as they are ready to deal with them. Agents who are logged out, on a Break, or already dealing with interactions, are not delivered chat interactions until they become available⁴.

⁴ Agents can be permitted to handle multiple concurrent interactions at the discretion of the contact center manager and as configured within Communications Center’s central administration tool

Understand and Improve the Customer Experience You Provide

Your customers will contact you via different channels, so it is important to ensure that agents and managers can see the whole journey – regardless of media type. If an agent fully understands *all* of the journey that a customer has taken in their engagement with your organization, right up to the current interaction, they can more efficiently and more accurately resolve an enquiry. This clarity can also entirely eliminate that age-old customer frustration, of having to repeat basic information, especially if talking to different agents.

- Agents can view all of a customer’s historical and current interactions in TouchPoint’s **‘Related Interactions’** View, across channels⁵, getting instant context that can accelerate resolution. They can see if the customer is already engaged in conversation with another agent, and using *TouchPoint’s* internal instant messaging tool, can quickly communicate with the original handling agent, in order to ensure a seamless journey for the customer.
- In addition to showing historical interactions via other channels, Communications Center’s *Web Chat Queuing* can optionally give agents visibility of previous web activity within the same session when they requested the web chat.

⁵ All of the customer’s details must be stored in the Communications Center database in order to associate interactions across different channels

Obtain Fully Integrated Business Intelligence

Managers can fully incorporate *Web Chat Queuing* interactions into their contact center analytics, see the *CC Reports* Module Paper.

In addition to standard queue and agent performance reports that incorporate web chat interactions, intelligence can be gathered regarding the conversation content (“wrap-up” data).

Centrally created and maintained to ensure that call outcomes are recorded consistently across all channels and interactions, wrap-up templates can be customized so that specific information can be captured at the queue level. Agents can enter wrap-up information either during or after a call, to generate details about the outcome of the call for business or operational purposes. For example they could be prompted to record the commercial outcome of the call, and/or specifics relating to the content, such as product purchased etc.

Queue Multimedia Report										
For Queue(s) 'ANZ SocialMedia (ANZ.SOCIALMEDIA@NA.EIDEMO.BIZ), AUS Sales (AUS.SALES@NA.EIDEMO.BIZ), JR Sales (sip:ANZSales01@na.eidemo.biz), Sales WebChat (SALESCHAT), SMS Chat (61429722367), WebCallback (WEBCALLBACK)'										
For the period (9/05/2018 - 9/05/2018), (0:00:00-23:59:59), Min Abnd 'Default', Detail 'Summary'										
Media	Date	Calls	Abnd/Deleted	Wait	Talk	Ring	ACW	Abnd/Deleted Rate	AHT	ASA
Phone		1		0:58	0:41	0:03			1:01	0:38
Web Chat		2		0:03	3:22	0:02			3:22	0:03
Outbound Phone		1		0:20	0:29				0:29	0:20
Email (SMTP)		1		2:07:46	0:57				0:57	2:07:46
		5		25:50	1:46	0:01			1:50	25:46

Figure 6. Queue Performance Report generated from Communications Center Reports (see *CC Reports* Module Paper for more details).

Feature / Function Matrix

Features	Usage
Advanced Chat License	<i>Web Chat Queuing's Advanced Chat</i> is the fixed per-agent user license that provides the advanced functionality of Page sharing and Audio/Video Escalation .
Assist mode⁶	<p><u>While in page sharing mode</u>, an agent can guide the customer by entering Assist mode:</p> <ul style="list-style-type: none"> • From their own screen, agents can highlight areas on the customer's screen, scroll, or key data into a field • The agent cannot action anything on the customer's screen
Auto Log Out	Agents who miss a queue interaction because they forgot to put themselves on break or log out, can be automatically logged out, and the missed interaction recalled to the queue. This ensures the interaction gets answered by an available team member in a timely manner.
"Canned" Phrases	TouchPoint agents can use a library of "canned" phrases to communicate easily and efficiently within a predefined structure, while maintaining a high standard for your organization. Tokens allow auto-population of components such as agent name, queue name, date inside a phrase.
Centralized Reporting	Reports show all chat interactions handled by the contact center
Centralized control	The agent receives the web Chat via TouchPoint.
Customized Permissions	Per-agent and per-function permissions allow administrators to minutely manage the different functions an agent can access. Functions can also be enabled on a per-login class or skills group basis.
Demand delivery	Permitted agents can use Demand to request immediate delivery of a specific web chat interaction.
Device Support	<i>Web Chat Queuing</i> supports mobile devices with front and back cameras, and portrait or landscape orientation.

⁶ Requires Advanced Chat add-on license. Enghouse Interactive can run a test to verify that Page sharing will be supported by the website.

Escalate Chat to Audio or Video⁷	Agent or customer can click a button inside the chat interaction window to escalate the web chat to a voice or video.
Last Called Agent	Last called agent functionality attempts to deliver interactions to the most recent available agent that answered a chat or email interaction from this customer (based on email address).
Mode announcements	Automated text “announcements” or auto-responses can be set on a per-queue basis and based on the mode of the queue, for example when in “Day” answer mode, customers may receive “Thank you for requesting a Chat, an agent will respond shortly”.
Multiple access points	Web Chat buttons on different web pages can be linked to different queues in the contact center – for examples, Sales and Support, or different product web pages can be delivered to different subject matter experts.
Page sharing⁸	Agent can request a page sharing session with the customer; the customer must accept the request. Customer’s screen is duplicated to agent, so agent can follow customer’s activity during chat.
Page tracking	Agents can be sent a list of a customer’s activity on your website: <ul style="list-style-type: none"> • Historical page tracking shows their activity on your website, prior to lodging the chat, giving agents context to a customer enquiry • Current page tracking shows the customer’s activity on your website, all the while they are engaged in the chat
Persistent chat	The chat session stays open on the customer’s web page even if they advance to a new page on your website, allowing an agent to talk a customer through various options and multiple pages on the website. Connection is ended if a customer: <ul style="list-style-type: none"> • Closes the tab where the chat was initiated • While within the tab where the chat was initiated, goes to a new website However, the chat remains open for a configurable duration (default is 1 minute), e.g., in case the customer exited by accident: <ul style="list-style-type: none"> • After 10 seconds the agent is sent an interim disconnection notification

⁷ Requires Advanced Chat license. Both parties must be on latest browsers and browser versions. Internet Explorer is not supported. Audio/video connection is provided via [Xirsys \(third party cloud-based TURN service\)](#). Enghouse *Web Chat Queuing* customers wishing to use Advanced Chat are required to have an account with [Xirsys](#). They must also use https on their website that hosts *Web Chat Queuing*. Headsets are recommended for agents for voice and video; soft phones are strongly recommended for agents to enable a single audio device. Escalation to video requires each party to have a camera.

⁸ Requires Advanced Chat add-on license. Enghouse Interactive can run a test to verify that Page sharing will be supported by the website.

	<ul style="list-style-type: none"> If customer does not return to the website within the specified period, the chat is terminated and the agent is returned to idle state.
Preferred Agent	Preferred agent functionality allows administrators to specify one or more agents as the preferred destination for web chat interactions from a particular customer (based on email address).
Push URL	<p>Agents can push a URL to a customer; URLs that can be pushed are:</p> <ul style="list-style-type: none"> Any URL, at the discretion of the agent Only URLs within a domain or sub-domain defined by the administrator, e.g., https://www.enghouseinteractive.com or https://enghouseinteractive.co.uk/case-studies/ Only pages that are specifically defined by the administrator
Queue statistics	Empower agents with big picture insights to number, type and priority of interactions waiting in queues
Screen pop	<p>The Web Chat request is delivered to an agent via a TouchPoint screen pop. The request includes:</p> <ul style="list-style-type: none"> originator's initial chat request originator's contact details date and time that the web chat request was lodged
Skills-Based Routing	Web Chats are directed to the most appropriately skilled agent, as defined by the administrator in the same manner as standard queue calls.
Wrap-up Codes and Templates	<p>Agents can enter wrap up information within TouchPoint and this can be reported on across media channels, queues and agents.</p> <ul style="list-style-type: none"> Wrap-up information can be entered after or during a call, and is used to generate details about the outcome of the call for business purposes, for example reporting on the commercial result of the call. The use of Wrap-ups can be optional or forced. The manager specifies the templates to be used and the number of seconds that the agent has (after completion of the call) to enter Wrap-up information appropriate to that call. Once the Wrap-up screen has been screen-popped the agent selects the appropriate item from each list (administrators can also allow free-form text input although this is generally more difficult to analyze. The next interaction will not be delivered until after the Wrap-up time has elapsed.

Additional References and Resources

- Omni-channel Solution Paper:

<http://www.enghouseinteractive.com/solutions/omni-channel-communications/>

Ask your account representative for the complementary Communications Center Module Papers:

- *Contact Center Connector*
- *CC Server TouchPoint Agent*
- *Reports*