

Improve customer satisfaction and increase online conversion

Online shoppers have just as much need for advice as customers of traditional stores. In general 60% of website visitors fail to complete the online ordering or self-service process due to lack of information.

Chat and cobrowsing can support online processes and improve online service resulting in higher online conversion rates.

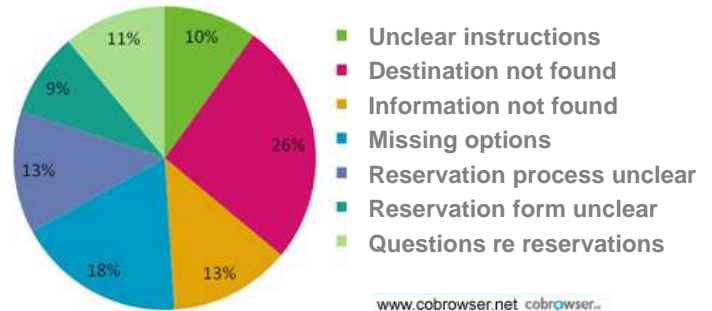


Fig. 1 Reasons customers stop the process of booking a flight online.

Chat

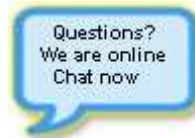
Livechat & Cobrowsing, how does it work?

Livechat and Cobrowsing are applications that enable interactive communication with your online customers. Both can be implemented for an online helpdesk, an e-portal, or to stimulate online sales.

- Livechat allows your agents to proactively start chat sessions with visitors to your website. When your agents are logged-on to the chat application, visitors to your website also have the option of initiating a chat session or even a support call via a Call-Me-Now button.
- Cobrowsing allows your agents to surf together with visitors to your website. This enables your agents to see exactly what your visitors see and monitor what they do. In this way, user problems that could lead to your visitors cancelling transactions and leaving your website can be anticipated and prevented. With the permission of your customer, you can even actively determine which webpage is presented. Your agent can take control of the web session and navigate on behalf of the customer.
- Additionally, it is possible to analyze surfing behavior, for instance how much time is spent looking at certain pages or at which page or step in the process customers discontinue filling in a reservation request. On the basis of this real-time data, your ordering and other self-service processes can be optimized.



Web

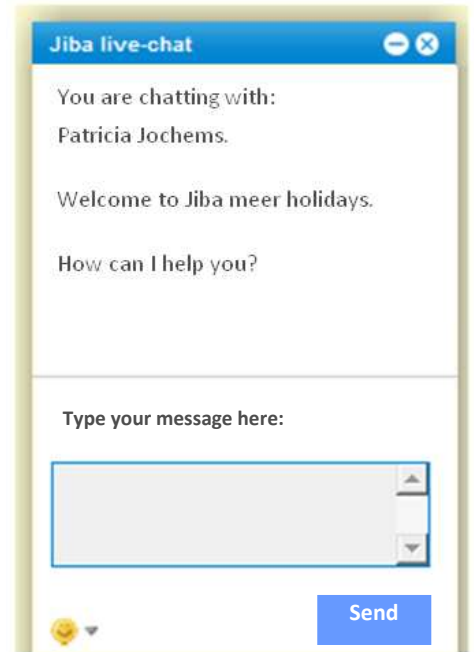


Jiba Méér holidays implements Livechat in order to increase conversion rates

Customer interaction will result in increased quality of service. That's the reason that Jiba Méér holiday – a division of the Sundio group - chose the MCXess Livechat & Cobrowsing solution.

Jiba Méér holidays was satisfied with their current reservation process, but wanted to support and advise their customers in a more efficient way. Customers wanting to book a holiday online are now able to enlist the support of a Jiba Méér agents to help with their reservation or to answer any questions. All it takes is a single click of the mouse. Livechat has a positive influence on the online quality of service and conversion rate.

Sundio is very satisfied with the solution and has reported that both their customers and agents have reacted very favorably to the new support channel. Their most important goal was to improve the conversion rate with a secondary goal of receiving direct feedback from customers. From the start, Sundio has received concrete improvement points from customers.



Benefits of the MCXess Livechat & Cobrowsing services

- Visitors are able to contact you directly and without charge
- Enables your organization to give personal advice in a proactive way
- Improved customer satisfaction levels
- Increased levels of completed transactions
- Decreased cost of customer contact
- Optimization of your website through real-time statistics and reports

Other Web Service Packages.

Web Service Packages			
Micro Payment	Macro Payment	Webcamchat	Webchat
Call-Me-Now	Call-Me-Back	Co-browsing	MSN Chat

Contacting MCXess is easy: Just choose your channel!

Telephone

Call toll-free
0800-2MCXess
(0800-2629377)
or call
+31(0)20 472 22 88
For more information

E-mail

Send your question or
request to
info@mcxess.com,
we would be pleased
to help

Webshop

Ordering our services
online is fast and
simple via our
webshop at
www.mcxess.com

Post Address

MCXess B.V.
Startbaan 5
1185 XP Amstelveen

Chat

Via www.mcxess.com