Radically improve conversion on your website with interactive guidance

You have invested millions to build your website. Now you face the challenge of customers abandoning half-filled forms and full shopping carts on your site. The need is compelling: when customers make important purchases and decisions online, they need clarification, advice, assurance that they are making the right choice. Self-service transactions are effective for impulse purchases, but not when you are rolling over your IRA and you want to check with an expert if the options you have chosen are best for you. The answer is elegant: in-band cobrowsing guidance at the point of commitment online, just as a friendly teller would look over your shoulder to help you when you walk into a corner bank to open an account.

eGain Cobrowse enables businesses to offer step-by-step guidance to customers across rich web pages with field-by-field form filling, pointer sharing, and web browsing. This powerful tool can be used in conjunction with a phone call, web chat, or click-to-call session. A true cobrowse solution based on proprietary, patent-pending technology, it is unlike other cobrowse solutions in the market and enables rich web content cobrowsing without traditional screen-sharing hassles or explicit download requirements for the customer.

Part of the eGain software suite, eGain Cobrowse integrates seamlessly with the other web experience and contact center applications in the suite.

Improve online conversion
Help clients at the point of making significant decisions by providing expert, media-rich guidance in real time. Cobrowsing improves online conversions significantly in situations where customers are buying complex or expensive items, such as financial planning items, healthcare options, insurance, and large ticket purchases.

Reduce shopping cart abandonment
Provide interactive assistance at the point of purchase. For instance, credit card billing disputes or insurance coverage questions are much easier to resolve when both the agent and the customer can point to shared web pages that contain the details of the activities being discussed.

Build brand based on excellent service
In the face of inevitable product commoditization and escalating pricing pressure, smart businesses are building brands on service differentiation. Clients who have
received help from businesses with cobrowsing support are delighted and spread the word among friends.

**Accelerate customer onboarding process**

With cobrowsing assistance, businesses can migrate more of their complex customer transactions online, as long as they are supported by interactive cobrowsing guidance where appropriate. Traditional paper-based transactions and commitments can be moved online to improve cycle time and delight customers.

**How it works**

To set up eGain Cobrowse:

1. Your website administrator adds a one line tag to web pages to be enabled for cobrowsing.

2. Then you can configure rules for specific pages and web forms to restrict or prevent agents from reading or editing specific customer-provided input. Also you can restrict submission right on specific web forms or clicking privilege for specific URLs for agents.

3. Next, you can personalize the look and feel of the cobrowse tool bar that will show up for the customer when they engage in a cobrowse session. And you select appropriate cobrowse initiation options (agent initiated or customer initiated).

4. Finally, you walk through the cobrowsable section of your website to test if the cobrowsing session works as expected. Sometimes, this testing process reveals non-standard web content that needs to be cleaned up to ensure smooth cobrowsing.

If the agent is on the phone with the customer, the agent will invite the customer to join her on a cobrowsing session online. The customer will click on the Cobrowse icon (personalized for your site) and at that point the agent and customer will enter a cobrowse session even as they continue to interact over the phone. Now they can point out what each of them is seeing on the website (shared view) and take each other to relevant section of the page and site. Further, they can jointly fill out web forms and the customer can ask for clarifications—the agent can point and edit fields in the form (if she has rights to do so according to cobrowse policy set by the business administrator). Finally, the customer completes their transaction online and concludes the cobrowse session (and the associated phone call).

The situation is very similar when the agent is on a chat session with the customer and invites her to cobrowse the website with him. The only difference is that instead of speaking on the phone, the customer and agent are chatting as they cobrowse relevant sections of the website.