



CaféX Live Assist[®]

Personalize Customer Experiences with Omnichannel Engagement

Digital is the New Starting Point

Mobile and web are the new face of business. Customers who engage within these channels increasingly expect timely or even immediate access to assistance and may be quick to abandon.



More Personal, Less Friction

Digital experiences oriented around customers' unique preferences are critical to current and future business success. Points of friction, such as the need for users to re-authenticate when transitioning between channels, can be eliminated to help enterprises achieve competitive advantage.



Channel Choice with Continuity

Omnichannel approaches not only need to serve up a broad range of digital interaction options but also reduce operating costs and ensure a 360 degree view throughout customer journeys.



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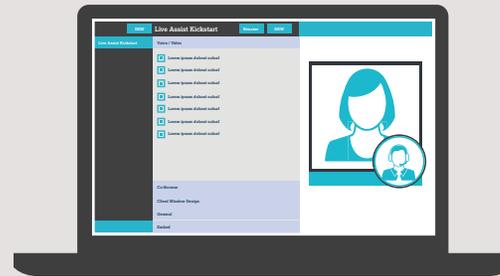
Easier, Faster Co-Browsing

Live Assist® Short Code gives PSTN callers a simple numeric code to co-browse with agents and resolve issues faster. Experts can see and remotely control a customer's app or browser, fill out forms, annotate and share files securely with sensitive fields hidden. Nothing for customers to install and no telephony integration needed!



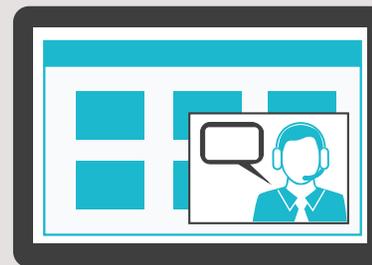
Configure in Minutes

Live Assist® Kickstart gives business users a UI wizard to configure, test and embed real-time capabilities in apps. Easy-to-use templates for voice, video and co-browsing provide a faster route to implementation and minimize app development costs.



Seamless Voice and Video

Live Assist® WebRTC embeds based HD voice and video calling inside mobile apps and websites to deliver a frictionless calling experience. Avoid browser plugins, integrate natively with iOS and Android and support escalation to co-browsing, with integration to existing systems to protect investments.



VISUAL LIVE ASSISTANCE



Face-to-face and screen-to-screen collaboration with secure sharing inside mobile and web apps strengthens customer relationships. **Results: higher conversion and loyalty, improved FCR, lower call handle times.**

CLICK FOR CARE



Customers stay within your company's app to call the right expert faster without having to navigate voice prompts or re-authenticate. **Results: reduced friction, higher purchase and retention levels.**

OPTICHANNEL



Customers use their most optimal means of communication, with continuity and consistency across channels to ensure journeys remain seamless. **Results: 360 degree views, upsell / cross-sell opportunities, investment protection.**