

Increase online sales and lower service costs

An award-winning live chat solution that's quick to set-up, easy to use and highly affordable, LivePerson Pro boosts conversion rates and improves customer service.

More than 5,000 companies worldwide use LivePerson's hosted technology to maximize their online presence and instantly connect with website visitors.

Product Highlights

Increases conversion rates. Leverage the proactive capabilities of LivePerson Pro to reach out to visitors while they're browsing your site and offer personalized online assistance to hot prospects. By initiating contact with targeted customers before they leave your site, you can dramatically reduce shopping cart abandonment and generate more sales online.

Our research indicates that visitors who chat are three times more likely to buy, and their average order size is 35% higher than non-chatters.

Improves customer satisfaction. Offer live assistance to website visitors, and deliver service that differentiates your business from the competition.

Traffic and web analytics reports reveal that visitors who chat on a site are twice as likely to return within a day. In addition, post-chat exit surveys show that 85-90% of visitors rate their service experience as "good" or "excellent."

Lowers service costs and improves agent productivity. A more cost effective service channel than telephone, live chat also maximizes resources by supporting concurrent sessions. In addition, the solution's easy-to-navigate unified agent desktop promotes efficient multi-tasking and enhances productivity.

Shifting service requests from telephone to live chat can reduce the average cost per interaction by up to 80%.

Key Features

Real-Time Site Monitoring. Identify and track patterns and trends in visitor activity and search engine traffic. Our Live Keyword feature supplies detailed information on keyword and paid search results, so you can refine your strategies and maximize return on marketing and advertising investments.

Productivity Tools. Automated tools, such as co-browsing, canned answers, push-page and form-sharing technology, improve agent efficiency and increase productivity.

Product Highlights

- Increases conversion rates: visitors who chat are three times more likely to buy, and their average order size is 35% higher than non-chatters
- Improves customer satisfaction: chatters are twice as likely to return to the site within a day, and exit surveys reveal that 85-90% of chatters rate their service experience as "good" or "excellent"
- Lowers service costs and improves productivity: Shifting service requests from phone to chat can reduce the average cost per interaction by 80%.

The screenshot displays the LivePerson agent desktop interface. At the top, there is a menu bar with options like File, Control, View, Tools, Timpani, Canned, and Help. Below the menu is a toolbar with icons for Take Chat, Next Response, Ticket [21], Search Tickets, and Admin Console. The main area is divided into several sections:

- Views:** Web Site, Filter: All Alerts, Visitors In Site: 108, Waiting For Chat: 0, State: Online.
- Table:** A table with columns for Contact ID, Ticket ID, Skill, Room, Queue, State, Operator, and Current Page / Ticket Subject. It lists several agents like Kevin, Thomas, Steve, maayan, and LONDA.
- TicketID:** LTK1109770821X, Name: Steve, Subject: [blank].
- Chat Window:** Shows a conversation between Noam and Steve. Noam asks for a quality pre-owned digital camera. Steve responds with a link to a Yahoo! search result for "used digital camera".
- Visitor Search Tool:** A yellow box showing search results for "used digital camera" with fields for Advertiser Keyword, Match Type, and URL.

Four callout boxes with orange arrows point to specific features:

- Pre-formatted ("canned") responses:** Points to the "Canned" menu item in the top toolbar.
- Easy access to productivity tools: alerts, customer history, co-browse, geolocation ...** Points to the "Alert", "Info", "Navigation", and "Page Viewer" buttons in the chat window toolbar.
- Live Keyword supplies insight into search engine activity to maximize paid search and keyword buys** Points to the "Visitor Search" tool.
- Agent view of live chat** Points to the chat window showing the conversation.

LIVEPERSON FOR STOREFRONT

Traffic and Conversion Reports. LiveAnalytics delivers deep insight into sales transactions completed and leads generated across channels. From online self-service conversions (i.e. sales completed in online shopping carts and leads generated from web registration forms) to transactions completed via other channels (like telephone or live chat), these unique reports supply the answers you need to measure the true ROI of your online marketing initiatives.

Traffic reports supply a complete view of web visitor activity and behavior; referral sources; search engine effectiveness; and keyword analysis.

Integration with Third-Party Systems. Boost the power of your billing, CRM, SFA, customer database and e-commerce platforms. By blending the functionality of your billing, CRM, SFA and customer database systems, LivePerson Pro offers a seamless online sales and customer support solution.

Within our operator interface, users gain automatic access to customer data stored in other platforms, facilitating incremental sales opportunities and promoting first-contact resolution.

Quick and Easy Implementation. Implementing LivePerson Pro is fast and simple. Non-technical users can get started in a snap, and this award-winning live chat solution integrates seamlessly with your StoreFront software.

24x7 Service and Support. Should you ever need assistance, LivePerson's technical support team is available to answer your questions, 24x7, 365 days a year.

Learn More

For more information, please contact your StoreFront representative.

"LivePerson's real-time monitoring tools supply valuable insight into how visitors find our site; where they go once they arrive; and if they're finding what they need online. LivePerson gives us a solid understanding of our site visitors and helps us constantly refine the online experience."

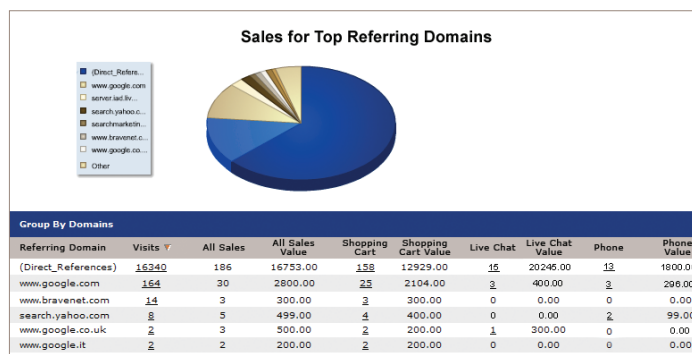
*Jonathan Ruttenberg,
Director of Marketing
American Locker*

The screenshot shows the FinerWine.com website interface. A live chat window is open, displaying a conversation. The chat window includes a 'Close' button, a 'HELLO' banner with a woman's face, and a 'powered by Liveperson' logo. The chat transcript shows:

- Jill: Thank you for visiting FinerWine.com. You are now chatting with "Jill."
- Jill: Hello, may I assist you with your wine selection?
- Visitor: Yes, I need to order 6 bottles of Dom Perignon, is this your best price?
- Vanessa: Our special price is already 15% lower than regular price; however, since you are ordering half a case, I can extend an additional 5% off for you.
- Visitor: That would be great, I'll go ahead and place my order with you. Thank you.

The background website shows a product page for Dom Perignon 1995 with a 'Special Price' of \$113.49 and a 'Regular Price' of \$139.99. There are 'add to cart' buttons visible.

LIVEPERSON PRO enables you to deliver live, one-on-one assistance to website visitors.



LEVERAGE our powerful conversion reports to track leads and sales conversions (online and offline) to determine which sources are referring the most profitable customers to your site.