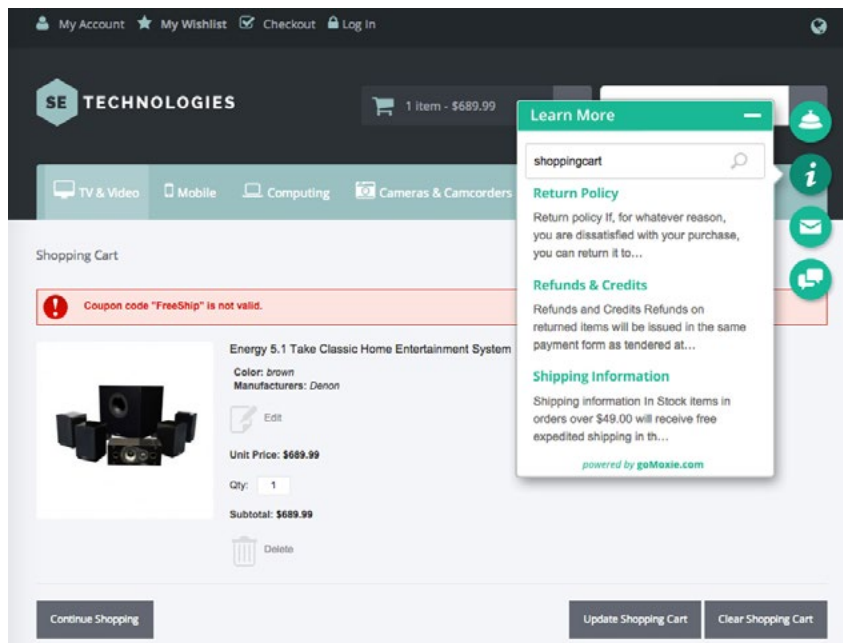


# MOXIE CONCIERGE: DIGITAL ENGAGEMENT

While companies continue to spend billions each year driving traffic to their sites, only 29% offer any engagement to customers once they arrive, giving visitors the impression of entering an empty storefront<sup>1</sup>. How can companies provide assistance to their online visitors to ensure they don't just get to the door, but continue through it?

Moxie Concierge enables digital commerce and e-business managers to create compelling experiences, anticipate customer needs, and engage customers with optimal digital engagement throughout the entire customer journey. Offering the right digital engagement channels at the right time drives increased conversion rates, raises customer satisfaction and reduces shopping cart abandonment rates.



Concierge Digital Engagement Channels - Desktop

## Benefits

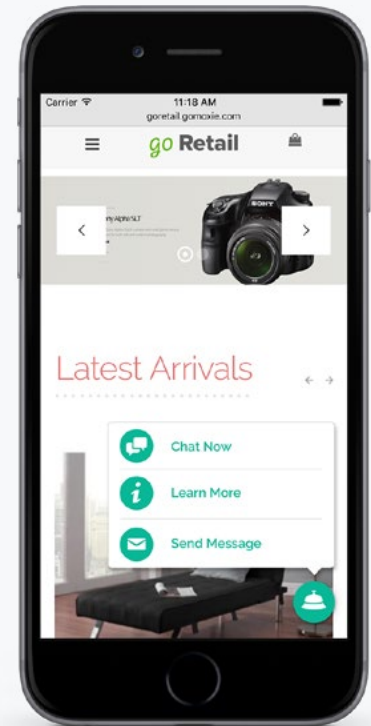
- Offers optimal engagement channels throughout the entire customer journey
- Offers reactive and proactive customer experience
- Creates personalized experiences for all customers and visitors
- Increases customer satisfaction
- Drives customer conversion and builds loyalty

<sup>1</sup>Source: Forrester Research, Inc



## KEY FEATURES

- Engages customers proactively with relevant content, an offer to send a message, or an invitation to chat live with a sales representative.
- Offers proactive and reactive Knowledge, Chat and Email engagement channels.
- **Knowledge:** Automatically offers contextually relevant knowledge articles served from Moxie's powerful Knowledgebase and delivered via the friendly, easy-to-use, visitor-facing interface. Concierge also allows visitors to search for additional content and browse the most relevant articles based on the current page, their site behavior, or profile attributes. Using Concierge with Knowledgebase enables you to anticipate questions and guide customers with the right information.
- **Live Chat:** Provides live engagement to website visitors with both proactive and reactive chat to connect with and guide visitors on all device types; smartphones, tablets, and desktops. Proactive chat enables your online agents to provide the same level of service as in-store representatives and assist visitors based on their state and behavior as they browse your site.
- **Email:** Enables your visitors to send messages and ask questions so that sales representatives and contact center agents can respond in a timely manner.
- Leverages tags from the visitor profile to offer proactive or reactive engagement channels to high value visitors.
- Configures reactive channels based on page, visitor attributes, or visitor behavior. For example, chat invitations can be automatically offered to all inbound "hot leads" responding to an ad campaign or referring URL.
- Appearance of Concierge modifies easily to align with your website branding including colors, icons and text labels.
- Single configurations function responsively across desktop, tablet and mobile.



Concierge Digital Engagement Channels- Mobile

"Moxie's digital engagement technology enables us to provide relevant assistance to our loyal customers, especially those who prefer to self-serve." "Through the Moxie self-service portal, our customers can be on their mobile device and easily find valuable product information on their own whenever they'd like. Additionally, when a customer requires live assistance, Moxie's live chat allows that person to instantly connect with a Newegg representative."

- Sue Martin, VP of Customer Service at Newegg.



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