



# MOXIE MOBILE LIVE CHAT

Unique Live Chat Experience Across All Devices

## THE INDUSTRY CHALLENGE

In today's era of pervasive interactivity, mobile phones are a key touch point. Smartphone adoption is increasing and propelling into the growing segment of always addressable customers. Smartphone ownership comprises 75% of all mobile phones in the US in 2014 and is expected to reach 95% of all mobile ownership by 2019<sup>1</sup>. As smartphone ownership continues to proliferate and the devices — and consumers' use of them — become more sophisticated, it is imperative that enterprises understand how to take advantage of the many mobile devices available to reach their consumers.

Moxie Live Chat addresses the needs of customers across their online journey. It enables customers to engage with

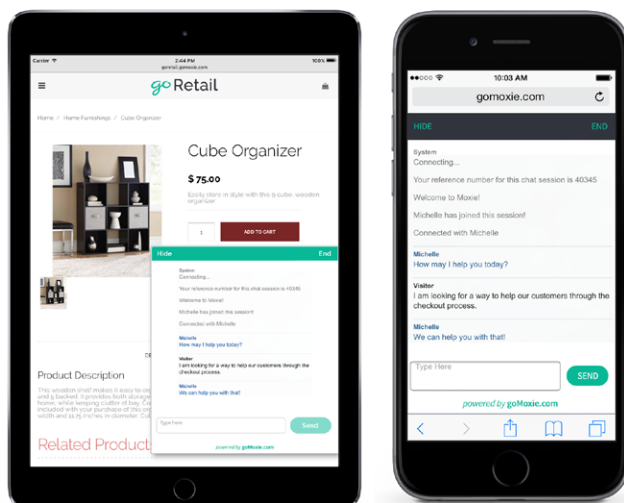
enterprises anytime, anywhere and provides seamless customer service experiences across devices.

## THE MOXIE SOLUTION

Moxie Live Chat enhances the chat experience across all devices, and the mobile-first design of Moxie Live Chat enables an optimal live mobile chat experience for today's consumers. Moxie Live Chat offers the most comprehensive mobile sales and support chat solution for enterprises to drive conversions, generate revenue and increase customer loyalty. Integration with multiple digital engagement channels deliver the right channel at the right time to constantly connected customers across their digital journey. Also, Moxie offers a mobile SDK for Live Chat that enables a seamless in-app mobile chat experience.

## Benefits

- **Provide Exceptional Customer Experience:** Deliver superior customer experiences through multiple devices and allow customers to chat with an agent without leaving the browser or losing the web page context.
- **Consistent Connection:** Customers can chat with agents anytime, from anywhere, across all the devices.
- **Personalized Engagement:** Agents have access to key information, including device information and webpages being viewed by consumers, so they can deliver personalized experiences during chat sessions.
- **Increase Agent Productivity:** Ensure consistent, branded communication through canned or pre-prepared responses.



Tablet and Mobile Live Chat Customer Interface



## KEY FEATURES

### Mobile Optimized Features for the Consumer

- **Browse and Chat Simultaneously:** Mobile customers can chat without interrupting the browsing experience, which makes it easier to navigate a website while chatting.
- **Message Waiting Alert:** When browsing a website during a chat session, the customer is alerted to agent responses via a visual alert, enabling better conversations.
- **Consistent Connection:** If customers need to answer a phone call or if cellular service is interrupted, customers can reconnect to the same agent and same session at a later time.
- **Geo Location Capabilities:** With GPS-enabled devices, customers can share their exact locations while chatting to receive specific guidance.
- **File Sharing:** Consumers can share photos, videos or documents during a chat session for better communication.
- **Supports Multiple Devices:** Supports iOS and Android operating system, automatically detects the users' devices (mobile or tablet) and presents the best customer chat interface for the user's device.

### Mobile Optimized Features for the Enterprise

- **Consistent Chat Offer:** A floating tab based chat offer allows a consistent place to find chat on Web sites.
- **Mobile Friendly Chat User Interface:** Enterprises can easily align the chat interface to website branding guidelines including colors, logos, fonts, etc.
- **Productivity Tools:** Agents have access to a list of mobile-optimized, pre-prepared responses that facilitate interactions with consumers.
- **Mobile SDK:** Moxie Live Chat includes a mobile SDK to integrate a native chat client into your iOS apps to connect in real-time with customers directly without opening a browser.

Mobile chat is a perfect strategy to allow non-phone interactions with the mobile generation, especially since handling SMS Texts has not proven to be a successful or widely adopted approach...I think online retailers will be the first in line."

– John Ragsdale, VP Research, Technology and Social at TSIA



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