



Talisma CEM Chat and Co-browse enables organisations to communicate in real time with visitors to their website using powerful text dialogue and collaborative browsing.

## Talisma CEM Chat and Co-browse

A leading provider of Customer Experience Management (CEM) software, Talisma offers powerful, integrated, and easy-to-use, multi-channel relationship management solutions across the full spectrum of service, sales, and marketing activities. From self service and assisted service to proactive services, Talisma CEM enables a wide range of services that enhance customer satisfaction and cater to specific customer requirements.

Featuring advanced product features and enhanced usability, Talisma's CEM solutions integrate the power of email, phone, chat, SMS text messaging, print, portal, and web self-service with a robust and mature web services platform, comprehensive analytics, and a system-wide knowledgebase. Offering enterprises a **360° view of customers** and **multi-channel support on a single platform**, Talisma CEM optimizes operational efficiencies and delivers an exceptional customer experience.

### **Optimize Communications with Talisma CEM Chat and Co-browse**

Talisma CEM Chat and Co-browse enables organisations to communicate in real time with visitors to their Website using powerful text dialogue and collaborative browsing. Agents can interact concurrently with multiple visitors while delivering personal and immediate attention to enhance the visitor's online experience.

# Talisma CEM Chat and Co-browse

## Increase Productivity and Customer Satisfaction

With Talisma CEM Chat and Co-browse, employees have single-click access to a unified view of all previous customer interactions from any communication channel. They can quickly respond to enquiries using a knowledgebase of FAQs, response templates, Web links, and documents.

- Enable visitors to initiate chat from a preconfigured set of links
- Monitor visitors and proactively invite them to chat sessions
- Achieve a unified view of customer with transcripts of all chat sessions
- Initiate co-browsing sessions to help visitors navigate through Web pages
- Prevent unauthorized viewing of customer information
- Conference multiple employees into a chat conversation
- Automate routing and assignment strategies
- Agents can monitor and track their own performance with KPIs
- Track time and sound alerts for chat agents

## Multilingual Features

- Send and receive chat text in different languages
- Spell-check from choice of language dictionaries

## Supervisory Features

- Audit chat sessions that are in progress at any time
- Take over an active chat session from an employee
- “Whisper” information to the employee (invisible to the customer)
- KPIs to measure performance of agents within a team
- View real-time reports on queue status and chat sessions

## Customer Features

- Display average wait times and queue positions
- Engage waiting customers by streaming relevant Web pages and content
- Present and encourage completion of pre- and post-chat surveys
- Encourage a continued connection when an agent or visitor is typing information

## Interactive Features

- Unhide chat windows by pinning them to the screen (always on chat window)
- Initiate WebEx sessions directly from Talisma CEM
- Unique and aesthetically designed conversation bubbles
- Push predefined Web pages to a customer
- Allow a customer to surf to another page without breaking the chat session

## Proactive chat

Talisma CEM chat is designed to trigger chat sessions based on a pre-defined set of visitor behaviour. This means your web visitors get a chat invitation when they land on your site or display certain browsing traits. It helps improve customer experience, reduce operational costs attached to customer service, reduces instances of shopping cart abandonment, increases conversions and thereby has a positive implication for your topline.

## Reactive chat

Talisma CEM Chat can be deployed to engage your customers when they ask for agent help on your website. So instead of a scenario wherein a shopping cart is abandoned or a visitor exits your website for lack of real-time help, Talisma CEM Chat keeps your visitor engaged with an agent who helps resolves an issue or offers information the visitor is looking for.

## Virtual chat

Talisma CEM chat offers virtual chat option. This means your visitors can automatically participate in a chat session without the involvement of an agent (after working hours or on weekends).

### The power of co-browsing

Co-browsing allows agents to view the page of site visitors during the time that a visitor is on your website. It is a powerful tool to engage visitors, address their needs and deliver better customer experience. Talisma CEM chat's co-browse function helps:

- Assist customer transactions
- Smoothen on-boarding for new customers
- Deliver engagement-driven demos and pilots

The co-browse function can be launched instantly and does not require any download or java-related requirements. It comes with robust security options to control profile-based viewing. In addition to helping businesses deliver better customer experience, it also helps increase customer satisfaction, reduce call handling time and promote self-service while empowering agents to support visitors and customers better.

# View Queue And Manage Work space:

The screenshot displays the TALISMA interface with several callout boxes pointing to specific features:

- Users status:** Points to the top-left user list showing names like Santoshpp and S2 with status indicators.
- Check Load:** Points to a circular gauge in the top right corner.
- Queued Chat property pane:** Points to the right-hand side of the chat window.
- Auto refresh:** Points to a circular refresh icon in the top toolbar.
- Users load:** Points to a gauge showing the load for selected users.
- Selected users active sessions:** Points to the 'Active Sessions' table.
- Configurable colors:** Points to the color-coded rows in the 'Active Sessions' table.
- Teams/Users KPI:** Points to the 'KPI Dashboard' on the right side.
- Selected teams waiting sessions:** Points to the 'Queued Chat Requests' table.

The interface includes the following components:

- Teams/Users:** A list of users with their status (e.g., Busy).
- Active Sessions:** A table with columns: Session ID, Visitor ID, Contact ID, Visitor name, Visitor e-mail.
- Queued Chat Requests:** A table with columns: Session ID, Visitor name, Starting URL, Session.
- Chat Window:** A central area for chat messages with a transcript and properties pane.
- KPI Dashboard:** A sidebar on the right containing charts for 'Session Time Above & Below', 'Top Chat Attended User', 'Top 5 ongoing chat', and 'Bottom Chat Attended User'.

## About Talisma Corporation Pvt. Ltd.

Talisma Corporation Pvt. Ltd., is the leading provider of Customer Experience Solutions for a wide range of industries. Talisma Digital Engagement Platform enables organizations to deliver an exceptional customer experience on a global scale across engagement channels and interactions. Our solutions improve customer satisfaction by integrating the power of email, phone, chat, SMS text messaging, portal, social media, instant messaging and Web self-service with a robust and mature Web services platform, comprehensive analytics, and an intelligent CRM solution. Talisma serves a variety of industries through its vertical solutions, including financial services, travel and leisure, government, retail, business process outsourcing (BPO), and manufacturing.

Talisma also delivers a combination of advisory/consulting and services support under one roof to enable enterprise level customer experience transformation initiatives.

For more information, visit [www.talisma.com](http://www.talisma.com)

**TALISMA™**

Talisma Corporation Pvt. Ltd.

Third Floor, Olympia/Building-01, Bagmane Tech Park, C V Raman Nagar, Byrasandra, Bangalore - 560 093, India.

Tel: +91 80 4339 8444, Email: [info@talisma.com](mailto:info@talisma.com)

### **United Kingdom**

Third Floor, 5 Lloyds Avenue, London, England, EC3N 3AE, United Kingdom

Tel: +44 (0) 207 977 1272, Email: [uksales@talisma.com](mailto:uksales@talisma.com)