

MOXIE WEB SELF-SERVICE

Accurate Information, 24x7, Any Device, Any User

THE INDUSTRY CHALLENGE

Once thought of as a means to gain efficiency in the support process, web self-service has become a key to customer acquisition. With 70% of consumers reporting that they expect websites to offer a self-service application, businesses are realizing the revenue potential in allowing customers to find answers to their questions without having to go through live chat or email.¹

Every day, more of your customers are using their mobile devices to look for answers before reaching out to your assisted channels for help. The challenge is ensuring your customers and employees alike can find the right information quickly, on any device.

THE MOXIE SOLUTION

Moxie's responsive self-service portal extends comprehensive self-service capabilities beyond the desktop to tablet and mobile devices. Moxie Web Self-Service makes it easy for companies to create branded, configurable, and easy to navigate self-service experiences for consumers. Customers are able to access useful knowledge throughout their customer journey.

Empower website visitors with robust search options while Moxie's Kbot retrieves responses to common inquiries. This helps businesses improve first contact resolution rates, increase productivity, improve customer satisfaction, and reduce operational costs.

Benefits

- Provide 24x7 access to critical information.
- Drag-and-drop templates enable enterprise users to brand self-service portals with images and graphics to create rich visuals that align with corporate branding.
- Optimized for tablets and other mobile devices.
- Search and find an answer or browse topics.
- Easily highlight important information for your users based on frequency of use, popularity or other business criteria.



Self-Service portal on desktop and mobile

1. The Real Self-Service Economy (May 2014). Steven Van Belleghem, managing partner at InSites Consulting and the author of The Conversation Manager and The Conversation Company.



WEB SELF-SERVICE PORTAL DIFFERENTIATING FEATURES

Works out-of-the-box on desktops, tablets and phones

- Easier, faster, and less expensive to deploy and maintain a single responsive portal than separate desktop and mobile portals.
- Mobile experience does not require additional configuration.
- Reuse content within Kbot contextual information app.

Visually immersive, highly brandable

- Allows for complete control over the look and feel of a portal.
- Templates simplify design, functionality and content. Create templates for different audiences; e.g. customers, partners, or employees.
- Widgets enable advanced functionality without customizations.
- Images can be incorporated throughout the portal to provide a rich visual experience.

Unparalleled personalization

- Personalization options ensure users view relevant content and enable segmentation of content for specific roles.

Powerful search experience can be tailored to each audience's needs

- Built-in functionality automatically corrects the user's spelling.
- The search engine is both conceptual and probabilistic. It uses your content to automatically build and define rules for relevance.

Optimized for search engines

- Search engine optimization allows self-service content to be easily indexed by Google and Bing, benefiting enterprises, as customers often opt to use search engines instead of a website.

Accessibility Compliance

- Moxie web self-service portals are WCAG 2.0 AA compliant.

"Today consumers rely on mobile devices for everything from shopping and paying bills to booking travel and ordering dinner, and the process can be frustrating," said Nikhil Govindaraj, Moxie's vice president of products, in a statement.

"Moxie Web Self-Service gives enterprises effective tools to support their customers' needs for information and service to encourage customer loyalty and repeat purchases to improve business results."



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