Moxie®

i CONCIERGE KBOT

Guide Customers Throughout the Digital Journey With Human Assistance Only When Needed

THE INDUSTRY CHALLENGE

Ecommerce moves at the speed of lightning. Meanwhile, online retailers and businesses must find the perfect balance between automated and human assistance for customer inquiries.

Customers crave answers to their questions immediately, and want to self-serve when possible. But self-service options are often poorly integrated, if they exist at all.

Putting customers with common questions on hold to wait for an agent leaves them frustrated, and could cause them to abandon their purchase journey.

THE MOXIE SOLUTION

Concierge Kbot is the contextual cornerstone of Moxie's digital engagement suite, Moxie Concierge. Kbot provides your website customers with automated, timely assistance to common questions and issues.

Contextual guidance delivers helpful information pop-ups at the customer point of need, while service chat deflection points Concierge Live Chat users to relevant self-service articles. Powerful intelligent decisioning technology within Moxie Concierge crafts engagements based on customer behavior data.

Kbot works in tandem with your customer service Knowledgebase and integrates with Moxie Self-Service, conserving resources and saving conversion opportunities.

Benefits

- Increase conversions and completions by providing struggling customers with useful information proactively.

- Save human resources with chat deflection while allowing easy escalation to an agent if needed.

- Deliver highly relevant answers in the chat window before customers connect to an agent, with natural search language technology.

- Seamless transition from Kbot to agent, with all information from attempted deflection reported during handoff.

- Continually monitor and enhance Kbot's effectiveness with in-depth chat deflection reports.

- Simple, affordable implementation across platforms makes Kbot an out-of-the-box solution, especially on mobile.

- Designed for non-technical users to be able to create and maintain content.
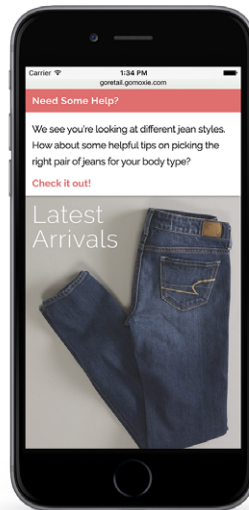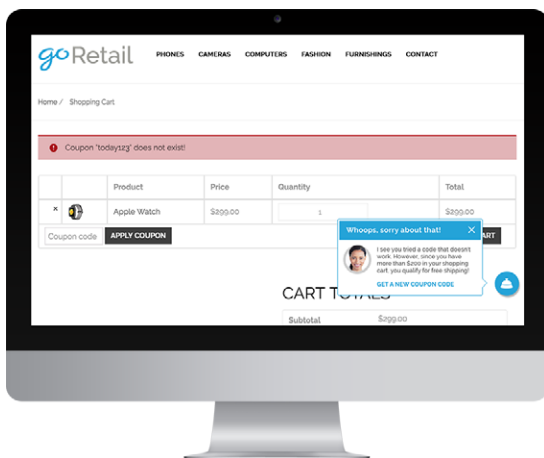
Concierge Kbot chat deflection on desktop and mobile

CONCIERGE KBOT
DIFFERENTIATING FEATURES

Contextual guidance

- Intelligently answers questions both proactively and reactively.

- Snippets of useful information focus on helping customers complete tasks and continue their journey.

- Takes the guesswork out of scenarios where customers seem to be struggling, allowing you to zero in on the issue and respond with text, audio, or video content.

- Provides all of the benefits of chat, minus the labor hours required.

- Assistance is based on the customer's behavior and history.

Service chat deflection

- Automates responses to common questions.

- Delivers answers that are at least 80% likely to resolve the question at hand.

- Kbot and agents draw from same content, ensuring consistent answers across channels.

- Customers can easily and seamlessly connect to an agent if needed.

- Kbot relays deflection attempt results to the agent, giving the agent a running start when assisting the customer.

Meaningful and actionable reporting on:

- How many chats were deflected.

- How many questions were asked for which there were no suggested articles.

- How many questions were asked for which articles were provided but the customer continued to chat.

- How many articles successfully deflected chats.

- And more reporting options.

Complete creative control

- Implementation and content management are designed for business users.

- Control the look and feel of content with brandable templates and customizable self-service portals.

"It is important for VOO to work with a company that understands our business and the specific requirements of a telecoms player. We are using Moxie's new portal to provide Web Self-Service to our customers online. We also use Moxie Knowledge for our internal agent support. We expect Moxie's solution to significantly enhance our customers' and agents' online service and user experience."

– Patrice Graillet, Manager, e-customer care at VOO (Leading provider of cable television service to Belgium's Brussels and Wallonia regions)

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