



## See your customers' viewpoint - help them, guide them and encourage a purchase.

### Why Co-Browsing?

- Boost sales by helping your web visitors to find what they need
- Turn customer frustration into satisfaction
- Maintain their privacy and boost their confidence
- Ensure PCI DSS compliance.

### Share customers' screens to help them fulfil tasks, and boost sales

**Web visitors can often get stuck and become confused — preventing them from clicking 'Order'. But offering to hold their hands on-screen can make all the difference, turning disappointment and missed opportunities into solid sales and a positive customer experience.**

Co-Browsing enables your agents to take control by guiding customers through their journey. You can share screens, fill forms together and remove any doubts or uncertainties

Customers can feel more confident: with Co-Browsing because...

- the feature only shows your agent what's on the customer's web page – and not other open tabs or applications.
- field masking allows you to specify which form fields on a web page contain sensitive information. These areas are not shared – so your agents never see what's been typed by the customer.

## How it works

Web visitors don't need to download or install any software. Co-Browsing is 100% web based and works on desktops, tablets and any mobile with a browser.

As soon as the session starts, your agents can see the customer's view of your website – and which actions they're trying to complete. Your agent - whether they are a Voice or a Chat agent - can navigate through pages with them. Customers and agents can see each others mouse pointer.

## Key features

### Browse and click together

Guide a visitor to the right content on your website

### Works behind logins

Your agents can help visitors on their account side of your site

### Field masking

You can specify which form fields on the web page contain sensitive information so they remain masked and not shared through Co-Browsing

### Agent security roles

There are two modes to choose from. You can allow agents to take control and guide visitors through your website. Alternatively, there's a 'view only' option if you want to limit what agents can do

### Sticky notes

Agents can flag up important parts of a web page by adding sticky notes for the customer to see

### Co-filling

Your team can see what customers are typing into online forms (apart from the sensitive, masked areas you've specified). Agents can help them to fill out complex forms together

### Co-scrolling

Agents can help web visitors to scroll down long pages to find what they're looking for

### Security

SSL encrypted connections.

## Co-Browsing is an enhanced service for our Web Chat and Call-Back services.

### Web Chat

With a click of a button your customers can text chat in real time. Your agents can handle multiple Web Chats at one time, delivering personal service in a cost-effective way.

### Call-Back

The ultimate personal contact. Make it ultra easy for online customers to request an Call-Back from your team — and close each sale when they're in the perfect mood to buy.



**Our solutions are delivered via the Eckoh Experience Portal.**

Co-Browsing works well with Web Chat and Call-Back