



## **Web-Enabled Customer Services**

### **Capabilities Document**

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## Introduction

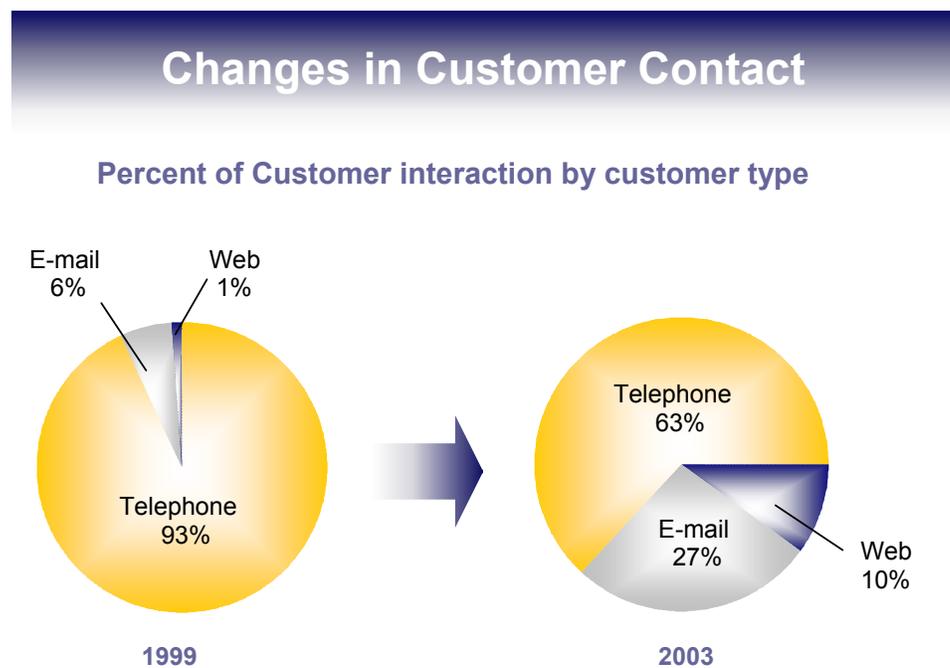
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**The popularity of the Internet is redefining the way customers communicate with organisations. Companies that want to attract and keep customers are faced with supporting many more types of customer interactions than just phone calls. These organisations must react quickly to incorporate these new channels of communication or they are in danger of losing business.**

Providing good customer service is still about communicating – listening to what customers say and responding with the information or help they need quickly.

Today's contact centres are evolving from traditional call centres that route calls to the next available agent to becoming a contact centre that handles whatever form of communication the customer prefers, whether it through e-mail, Web chat, Web call back, Voice Over Net, or phone calls. The demand for companies to support these types of communication medium becomes increasingly important as their customers become more comfortable in using them.

Future projections are dramatic. Datamonitor predicts that in as little as four years, Web based interactions between the customer and the contact centre will grow from under 7% in 1999 to an impressive 37% by 2003. If this were not enough to contend with, the overall number of contacts is expected to grow by 67%: telephony itself will increase, but at slower rate than the new channels. Internet penetration will continue to rise over the next few years to a level where a significant number of customers will wish to use non-telephony contact.



Source: Datamonitor

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## Web-Enabling Your Call Centre

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**“.....Businesses lost over \$1.9 billion in 1999 due to their failure to web-enable customer services on their web sites.”**

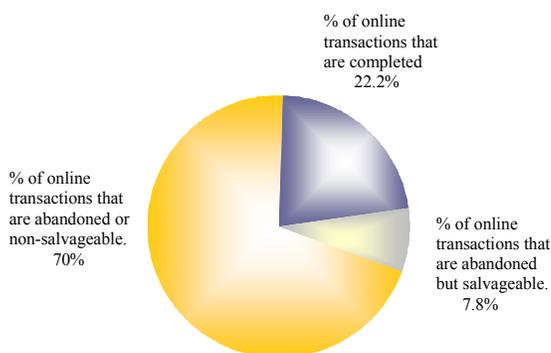
The Financial Times reports that *“only 3% of e-commerce sites have a live help button and only 1 in 5 (of these) have a live agent ready to help online shoppers”*.

Jupiter reports that *“87% of online shoppers...abandon a website and use a competitor if they experience bad customer service, 79% (of these) increase patronage and spending on a site if the service they receive is good”*.

There is a key reason why call centres are becoming “Web-enabled” - to enhance customer’s Web buying experience. Organisations are now realising that customer buying decisions are heavily influenced by the type of service they receive.

Datamonitor states that *“European business’s lost \$1.9 billion in 1999 due to a failure to Web-enable customer services. Assuming no change, in 2004 this will exceed £38 billion in Europe alone. E-commerce organisations are now beginning to realise that the actual sale online is the least important part of e-commerce. Good service, however, will stand out in the customer’s mind for a long time”*.

### Impact on Lost Business



Source: Datamonitor

So the issue is not to simply create e-commerce applications on your Web site but to ensure that customers can easily contact service agents from the Web for questions or purchasing advice.

The contact types that should be available for online Web service include:

- Web Chat
- Web Callback
- E-mail
- Voice over the Internet
- Collaborative browsing

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# HelpMagic Web-Enabled Customer Services

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## About HelpMagic

### Intelligent web-enabled customer services.

Now your Website can help your customers interact directly with your business in real-time.

HelpMagic places a button on your Website that triggers live communication with your service and support agents. It can be email, live Webchat, call back request, or even a web-based telephone call.

With HelpMagic, your customers' request can be routed intelligently on the basis of a wide range of criteria. Language specific enquiries can be directed to the right group of agents, and calls can be routed to multiple centres to help manage patterns of demand.

### Cost Effective

HelpMagic avoids the need to make major investments in Internet technology. There is simply a single implementation cost and monthly license fee for each configured support agent.

### Fast

You can deploy HelpMagic as fast as you need it.

- You choose the button and interaction pages you want on your Website
- You determine the call routing policies
- We implement the solution – within 24 hours if required

## ASP Solution

For organisations that already have managed call centres or Helpdesk facilities in place, and want to deliver a 'branded' support service, HelpMagic offers a modular solution to build a tailored call centre or Helpdesk. With HelpMagic, an online contact centre facility could be introduced allowing web-based communication with customers. The following could be enabled :

- ChatMagic
- CallbackMagic
- CallbackAutomatic
- VoiceMagic
- MailMagic
- Web Collaboration

All enquires through any of the above media would be intelligently routed, via skill based routing to the correct agents.

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**By simply placing a button on your Website, your customers will be able to simply and easily communicate with your customer service agents. In addition, interactions received by your customer service agents through any of the chosen media will arrive on their desktop through one universal queue. This will ensure that all contacts, no matter the channel, media or device, are dealt with in a consistent manner.**

#### **ChatMagic**

A Web chat session with ChatMagic allows customers to interact in real-time with your customer service agents through online text based interactions. Customers are able to type questions and receive text responses directly from your customer service agent whilst they are on your web site. Intelligent call routing and pre-defined scripting together with the ability to collaboratively co-browse with the customer around your web site all enhances the customers experience when visiting your web site. Agents are also able to select from a list of suggested responses to provide consistent and timely interaction content to customers whilst Collaborative browsing and shared form filling allows your call centre agents to 'guide' and assist customers easily and quickly when they most need your help.

#### **CallbackMagic**

Callback allows customers to request a 'scheduled' or 'immediate' callback from your web site. Our system will automatically call the customer and then put the call through to your call centre, linking both together seamlessly. If the customer is engaged or unavailable our system will automatically reschedule the call or alternatively send an email to both you and your customer. HelpMagic can route the call intelligently using client information or details input by the client from the web site to determine where or to which agent the call should be routed. HelpMagic can also provide a non-automated system by simple sending an alert when a callback is requested allowing you to call the customer at the appropriate time.

#### **VoiceMagic**

Voice Over the Internet functionality enables a customer to simply click on a button on your web site and talk directly, through the pc's microphone and speakers, to your customer service agents. It's live, it works and it will bring your web site alive. Your customer will need a multimedia PC and microphone, and have installed and configured an application that allows voice communication such as Microsoft's NetMeeting. Again, HelpMagic can route the calls seamlessly and intelligently to different agent or call centres based on the advanced skill based routing capabilities.

#### **MailMagic**

MailMagic is a complete email management system that allows you to route and manage the email contacts from the web site in an efficient and controlled way to ensure that prompt and accurate responses are provided. Emails are treated as an inbound communications and immediately routed to the next available agent based on your skills based routing and business rules. This allows you to evenly distribute and manage the emails in the same way you would a telephone call, managing time to answer, wait time and response statistics. In addition, automated responses to e-mail enquires can be implemented as well as suggested responses, significantly improving the speed and accuracy of your email management.

#### **Web collaboration**

Web collaboration allows your customer service agents to navigate the customer around your web site – including web pages, forms or applications – while conducting a voice conversation or text chat. Features include form sharing so the customer and agent can complete a form at the same time. Web collaboration can be used with ChatMagic, CallbackMagic and VoiceMagic



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## Services

### Agent Training

In order for clients to secure the most benefit and added value from the on-line ASP services, full HelpMagic accredited training courses are offered. The training concentrates on delivering help and advice for clients to get the most from the service. To ensure accuracy and helpfulness, the training is based on HelpMagic's own experience of delivering on-line services and has been designed and developed from real life scenarios. With over ten years of delivering customer service solutions the training is both easy to understand and comprehensive. With each training course, clients receive full course notes and an 'Agent Training Manual' covering all aspects covered in the course. Often, the courses are designed to run in actual client environments so as to offer real life client look and feel solutions.

### Implementation

HelpMagic has been designed for rapid deployment (within 24 hours if required), however, we appreciate that your integration requirements are unique to your business. Our implementation process begins with a workshop that identifies:

- Design of buttons and pop-up pages
- Call routing strategies
- Overflow or out of hours services
- Contingency planning

Upon completion, we will present your tailored HelpMagic solution with a detailed project plan for you approval.

## Infrastructure

### Architecture

Using leading edge technology, the HelpMagic architecture delivers transparent protection to our customers against major component failure. The entire infrastructure has been mirrored and utilises load balancing at server level to guarantee consistent performance at all times.

### Security

HelpMagic provides industry standard encryption methods to all customers. Whatever your requirements, our expert team will ensure there are no compromises on your security standards at any time. Further information on our security standards may be obtained by contacting our security manager: [security@helpmagic.com](mailto:security@helpmagic.com)

### Scalability

The dynamic nature of the ASP business demands that the HelpMagic solution will grow in parallel with your business needs. Our support and deployment teams are trained to deliver, and expand your HelpMagic business solution in line with your business demands. HelpMagic can support from as small as one agent to many hundreds so the service can grow with your success.

### Support

On-line business demands constant availability and guaranteed quality support. HelpMagic provides around the clock infrastructure and customer support through their parent company Merlin. Founded in 1991, Merlin has been providing support services to the information technology sector on a global scale. Merlin is an ISO9002 certified company.



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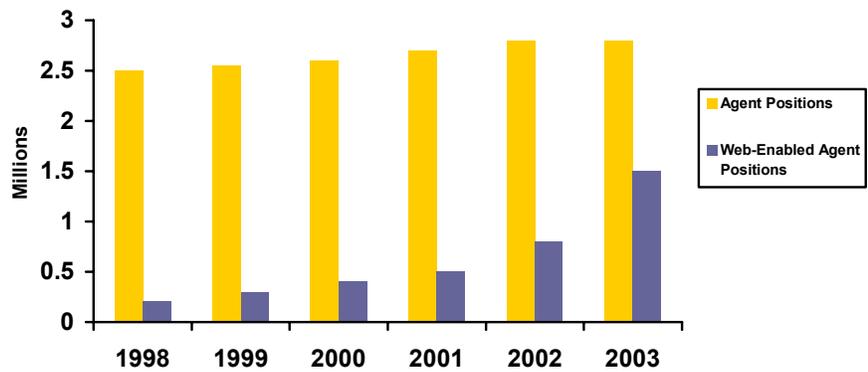
## Conclusion

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In today's business environment, when competitors are just a click away, providing customer satisfaction is vital, an essential element in doing so is the customer contact centre. A web-enabled customer contact centre that takes advantage of the latest technologies allows customers to choose how they wish to communicate with a service agent. Companies willing to invest in these technologies stand to reap huge rewards. Many call centres are reducing the cost of sales and customer service while increasing revenues through improved cross-selling and up-selling capabilities from their Web site. More importantly, companies improve the overall quality of customer interactions by providing online customer service via the Web.

HelpMagic can assist your organisation with their Web-Enabled Customer Services solution.

### Tenfold Growth of Web-enabled positions



Source: Datamonitor

#### Contacting HelpMagic

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