

“ GOSS LiveChat is hosted, it's easy to pick up and use and it's really cost-effective. ”

MALCOLM HILL, CLIENT SUPPORT CENTRE IMPLEMENTATION OFFICER, NORTH YORKSHIRE COUNTY COUNCIL

EXPERT ONLINE HELP – JUST WHEN YOUR CUSTOMERS NEED IT

Today's customers expect great service online. Providing easy, instant access to expert advice always pays dividends, whether your goal is to increase online sales, reduce inbound call volumes, drive online self-service or simply deliver a VIP customer experience.

GOSS LiveChat is a simple, affordable solution that enables you to achieve all these things and more.

With GOSS LiveChat, your website visitors can type in a question and get an immediate response from your agents with no need for a phone call. It increases your resolution rates, keeps people in your web channel, and lowers your cost of service delivery.

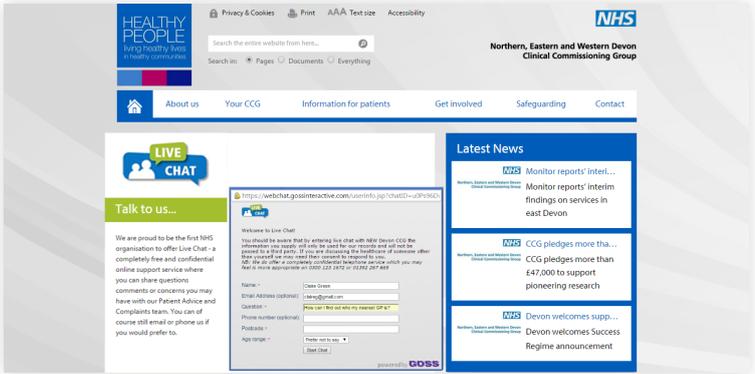
GOSS LiveChat is proven to increase satisfaction by giving customers the information they need, when they need it. It reduces abandoned transactions and can convert more visitors into customers. And best of all, it pays for itself in no time at all.

Benefits to your customers

- ▶ Get instant, personalised help
- ▶ Complete transactions faster
- ▶ No more waiting in support queues
- ▶ Enjoy a great online experience

Benefits to your organisation

- ▶ Increase conversions and order size
- ▶ Boost upsell and cross-sell
- ▶ Cut service delivery costs
- ▶ Improve customer satisfaction



Introducing GOSS LiveChat

As more of your business and support services move online, your website needs to offer the best possible experience. That means providing easy and immediate access to expert, relevant help whenever your online customers need it. LiveChat is the ideal and most cost-effective solution for customer service management.

Key features

For your organisation

- ▶ Start with 10 users and expand at any time as your needs change
- ▶ Customise the LiveChat interface with your organisation's branding
- ▶ Deploy quickly and easily with rapid set-up of hosted services
- ▶ Receive regular activity reports to monitor the success of your solution
- ▶ Routing – Have groups of contact centre operatives for different specialist areas
- ▶ Straight forward CRM integration (for example with Lagan/KANA) and knowledgebase integration
- ▶ Dynamically present LiveChat based on time on screen and inactivity

For your contact centre agents

- ▶ Invite additional agents into conversations when required
- ▶ Configure pre-filled "stock" responses for use where appropriate
- ▶ Send dynamic responses when the customer enters certain keywords
- ▶ Indicate via your website whether the contact centre is online or offline
- ▶ Preserve customer interactions for future reference and research

Benefits for You and Your Customers

For your customers

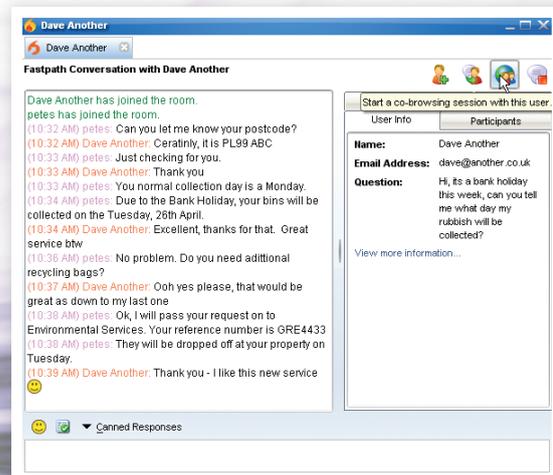
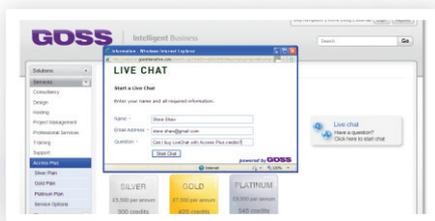
- ▶ Get immediate help with any enquiry
- ▶ Complete transactions faster
- ▶ No need to wait in queues
- ▶ Receive emailed transcripts of your chat
- ▶ Enjoy a great online experience

For your organisation

- ▶ Reduce abandoned transactions
- ▶ Cut service delivery costs
- ▶ Improve customer satisfaction
- ▶ Increase conversion rates and values

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

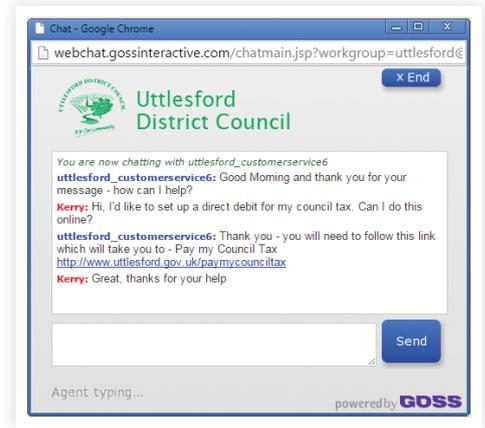


GOSS LiveChat Success



“ LiveChat enables our customers to get immediate responses to their queries, which they might not be able to get via email, online enquiry or even by phone. The feedback from our customers has been overwhelmingly positive – they’re happy because they can get instant answers to even the most complex enquiries. ”

**DENISE GREENWOOD, CUSTOMER SERVICES MANAGER,
UTTLESFORD DISTRICT COUNCIL**



Virgin Trains deployed GOSS LiveChat to assist their contact centre staff to help those with customer service enquiries in a personal way at no cost to the customer. The results have been very impressive.

 **@virgintrains'** customer service is brilliant. The online chat is a great idea!



“ LiveChat has enabled us to help out many more customers in a friendly, personal way that doesn't cost them anything. It has reduced our calls, and has proved invaluable during busy periods. ”

**HELEN FISHER, CUSTOMER RELATIONS INFORMATION MANAGER,
VIRGIN TRAINS**



**Northern, Eastern and Western Devon
Clinical Commissioning Group**



“ LiveChat is another great way for anyone who visits our website to get in touch with us and remain anonymous if they wish. ”

**LORNA COLLINGWOOD-BURKE, DEPUTY CHIEF NURSING OFFICER,
NEW DEVON CLINICAL COMMISSIONING GROUP**

Brittany Ferries deployed GOSS LiveChat to their website to help customers in the booking process. It was so successful that the facility is now on all pages.

 **@BrittanyFerries** can recommend 'live chat' function-waited one minute and all sorted in 2 minutes.



“ GOSS Interactive has been instrumental in helping us to move 85% of our ferry bookings online, saving Brittany Ferries over £7 million to date. ”

**MATT RANDLE, INTERNET SERVICES MANAGER,
BRITTANY FERRIES**

GOSS LiveChat Success

The Challenge

Keeping Customers Onsite

As part of its Channel Shift strategy, North Yorkshire County Council needed to find ways to keep customers on its website for the full duration of each enquiry or transaction. The goal was to reduce the volume of phone calls and emails to the contact centre in the event that customers couldn't find what they needed online. Having recently worked with GOSS Interactive on a major website redesign, GOSS LiveChat was the council's solution of choice.

The Solution

GOSS LiveChat

- ▶ Installed the cloud-based GOSS LiveChat application, with an initial 10 registered contact centre users who received full training in the system
- ▶ Initiated a six-month LiveChat pilot scheme
- ▶ Identified the council services where it would be most useful to offer LiveChat
- ▶ Deployed LiveChat in areas with highest levels of customer enquiries

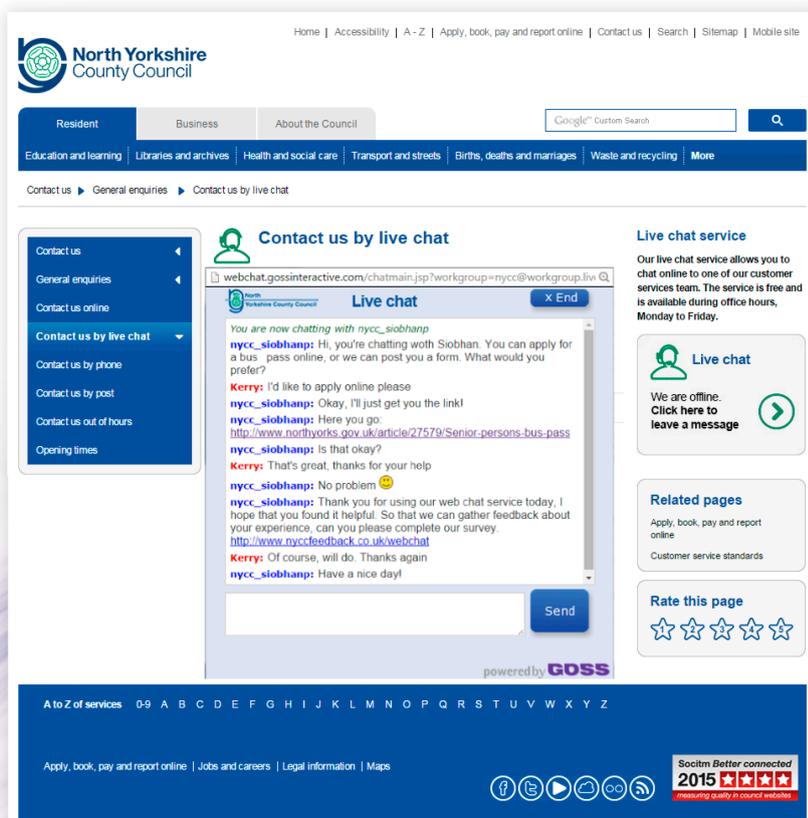
25%

REDUCTION IN PHONE CALLS ORIGINATING FROM A FAILED WEBSITE TRANSACTION

The Results

Fewer Calls, Happier Customers

- ▶ 25% reduction in phone calls originating from a failed website transaction
- ▶ LiveChat users found it to be a very positive experience, with customers much more likely to get an appropriate answer more quickly
- ▶ Future financial savings are anticipated given the much lower cost of handling web-chat enquiries relative to phone or email



“ GOSS LiveChat is hosted, it's easy to pick up and use and it's really cost effective. We know we are seeing a direct reduction in people shifting to the telephone from the website so we are keeping people in-channel by providing LiveChat. ”

**MALCOLM HILL,
CSC IMPLEMENTATION OFFICER,
NORTH YORKSHIRE COUNTY COUNCIL**

Get started today

Goss LiveChat is quick and easy to implement in GOSS iCM. Contact us to discover how you can improve your online customer service with LiveChat today.

W: www.gossinteractive.com, **E:** enquiries@gossinteractive.com, **T:** 0844 880 3637

Try it out

See how your website can deliver the ultimate customer experience.



www.gossinteractive.com/livechat