



Live Assist Short Code is a faster, easier way to enhance digital customer experiences with co-browsing technology to drive first call resolution and customer satisfaction.

Digital Customer Service Needs an Upgrade

Digital is the primary starting point for most customer interactions. Customers who call in for support are most likely already on a company's website or mobile app. However, online customer service consistently fails to meet customer expectations. Leading enterprises recognize the need for Omnichannel solutions that integrate phone, web and mobile channels in order to enhance experiences and unify the customer journey.

An Easier, Faster Road to Omnichannel

Live Assist Short Code is a faster, more cost-effective way for enterprises to bridge traditional calling with mobile and web assistance. Customers simply enter a four-digit number on a company's website or app to initiate direct visual assistance from agents during calls. A powerful toolkit for application developers makes the solution easy to implement, and no costly integration is needed between the company's telephony and application platforms.

Co-browse Instantly and Securely with Customers

Live Assist Short Code enables agents to co-browse with customers during live calls. Co-browsing allows the agent and customer to jointly view and modify a customer's web or mobile app page in real-time. The agent has the ability to annotate, push documents, highlight and even complete elements of an online form.

A simple pop-up window displays a short numeric code that instantly and securely links the agent and customer to the same web or mobile app page. The agent only sees the web or mobile app page. With sensitive fields masked, nothing confidential on the customer's desktop, browser or mobile device is exposed.

Unlike other co-browse solutions, CaféX Live Assist performs flawlessly and securely within mobile apps and ensures exact representation across web browsers, as it does not rely on the Document Object Module (DOM) for co-browsing.

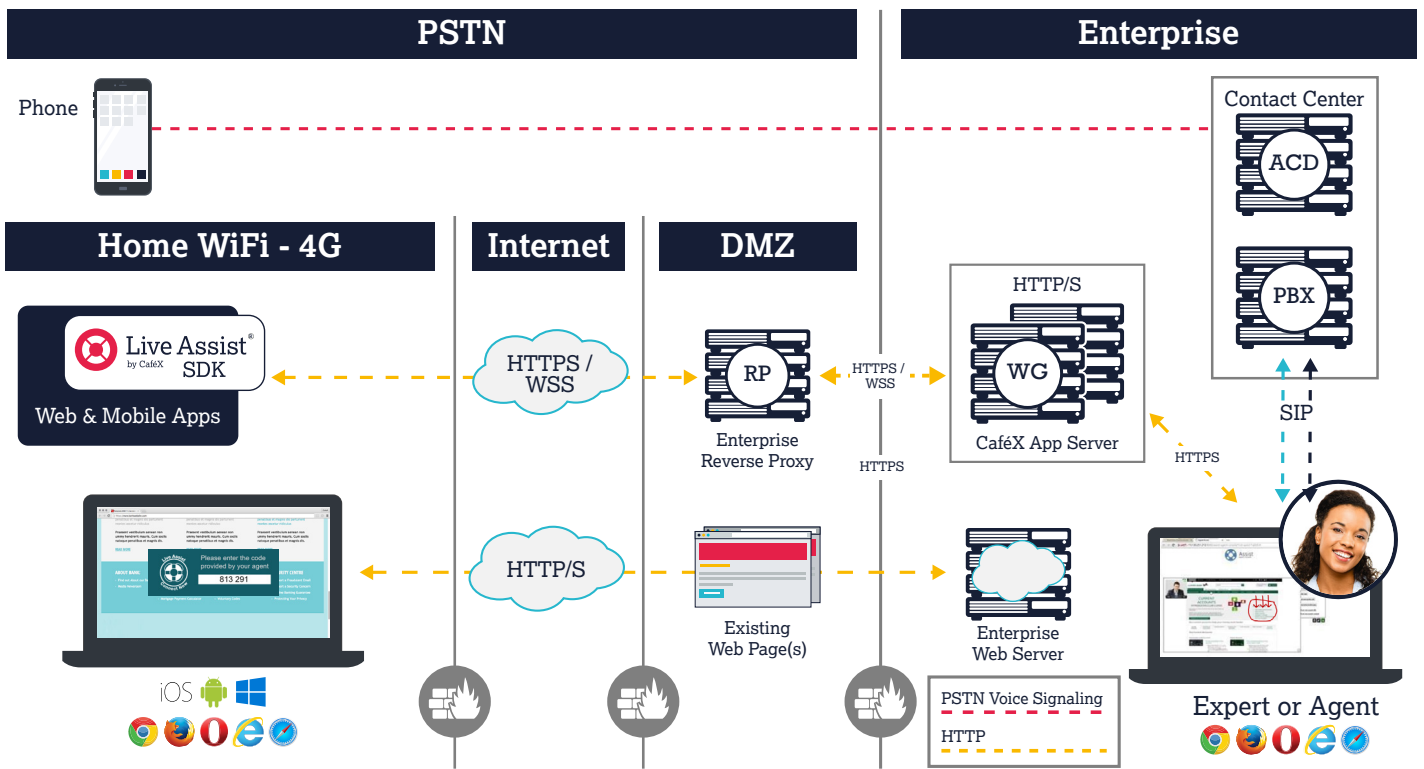
Live Assist Short Code Key Features

- › Fast and easy co-browsing connection, initiated by agent or customer;
- › Exact web or mobile app page displayed without compatibility issues of DOM;
- › Agent empowered to push documents, annotate and complete customer forms;
- › Confidential fields are masked from agent view.

Live Assist Short Code Key Benefits

- › Cost effective Omnichannel deployment: no telephony and application platform integration is required and a powerful SDK simplifies application enablement;
- › Frictionless for customers: no downloads or setup required within web and mobile apps;
- › Increased first call resolution with shorter call handling times;
- › Higher customer satisfaction and retention - Improved compliance and secure transfer of sensitive customer data.

Co-browse SDK



About CaféX

CaféX makes it easier for companies to enhance live engagement within web and mobile applications. CaféX's award-winning software embeds real-time collaboration within the context of business workflows to increase customer satisfaction and employee productivity.