

MOXIE WEB SELF-SERVICE

Accurate Information, 24x7, Any Device, Any User

THE INDUSTRY CHALLENGE

Once thought of as a means to gain efficiency in the support process, organizations now have expectations for web self-service that extend beyond efficiency to delivering increased customer acquisition and revenue. Consumer expectations are equally high, with 70% of consumers reporting that they expect websites to offer a selfservice application¹.

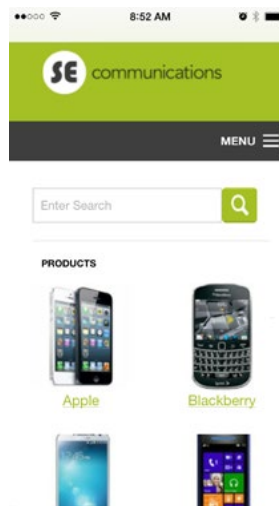
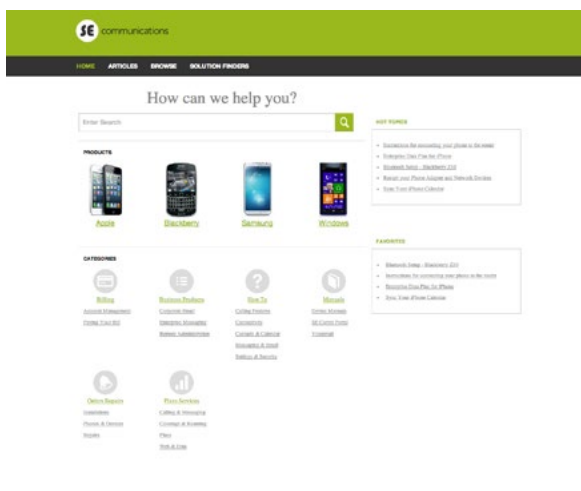
Every day, more of your customers are using their mobile devices to look for answers before reaching out to your assisted channels for help. The challenge is how to make sure your customers and employees find the right information quickly regardless which device they are using.

THE MOXIE SOLUTION

Moxie's new responsive self-service portal extends comprehensive selfservice capabilities beyond the desktop to tablet and mobile devices. Moxie Web Self-Service™ makes it easy for companies to create branded, configurable and easy to navigate self-service experiences to provide consumers with access to useful knowledge throughout their customer journey. Powerful search options enable the user to filter the results and guided assistance options lead the user to the correct answer. This helps businesses improve first contact resolution rates, increase productivity, improve customer satisfaction and reduce operational costs.

Benefits

- Provide 24x7 access to critical information
- Easy-to-brand templates enable enterprise users to brand selfservice portals with images and graphics to create rich visuals that align with corporate branding.
- Optimized for tablets, phones and other mobile devices.
- Ability to search and find the answer, browse a topic-tree, or be guided to the answer with a Solution Finder.
- Easily highlight important information for your users based upon frequency of use, popularity, or other business criteria.
- Tailored search delivers personalized content for each customer. Powered by dynamic contextual filters, intuitive search guides users to the answers they seek more quickly.



Self-Service Portal Desktop and Mobile

¹ The Real Self-Service Economy (May 2014). Steven Van Belleghem, managing partner at InSites Consulting and the author of The Conversation Manager and The Conversation Company.



WEB SELF-SERVICE PORTAL DIFFERENTIATING FEATURES

Works out-of-the-box on desktop, tablets and phones

- Easier, faster and less expensive to deploy and maintain a single responsive portal than separate desktop and mobile portals

Visually immersive, highly brandable templates

- Allows for complete control over the look and feel without a customization
- Templates control look, feel, functionality and content. Create templates for different audiences such as customers, partners or employees
- Widgets enable advanced functionality without customizations
- Images can be incorporated throughout the portal to provide a rich visual experience

Unparalleled personalized options

- Personalization options ensure users view relevant content and enable segmentation of content for specific roles

Powerful search experience that can be tailored to each audience's needs

- Intuitive dynamic filtering means that no one has to be an expert to find the answers they need
- Built-in functionality automatically corrects the user's spelling and provide suggested search queries

- The search engine is both conceptual and probabilistic. It uses your content to automatically build and define rules for relevance

Guide users through complicated issues in a question and answer format

- Solution Finder provides guidance in complex situations by asking customers a series of questions to determine the correct answer and provide them with related information
- A history of questions and answers selected by the user is displayed on the screen. This makes it easy for the user to understand where they are in the Solution Finder and enables them to go back to any prior step
- Users can view articles alongside the Solution Finder, making the experience easy and efficient

Optimized for search engines

- Search engine optimization tools allow the content from the selfservice portal to be easily indexed by Google and Bing, benefiting enterprises as customers often opt to use search engines versus the website

Easily translate self-service content

- Language support allows business users to easily translate all content, labels and buttons in the self-service portal into other languages to serve customers around the globe.

"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 customer's and agent's 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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