

CONTEXT

Guide customers with proactive targeted messaging

CONTEXT is the contextual guidance cornerstone of goMoxie’s digital engagement platform. CONTEXT provides your customers with proactive, immediate assistance to common questions and issues, guiding them each step of the way throughout their digital journeys.

BENEFITS

- Increase conversions and completions by proactively providing struggling customers with useful information.
- Save human resources with chat deflection while allowing easy escalation to an agent if needed.
- Deliver highly relevant answers in the chat window before customers connect to an agent, with natural search language technology.
- Seamless transition from CONTEXT to agent, with all information from attempted deflection reported during handoff.
- Simple, affordable implementation across platforms makes CONTEXT an out-of-the-box solution, especially on mobile.
- Designed for non-technical users to be able to create and maintain content.

THE INDUSTRY CHALLENGE

With more and more transactions happening on websites, online businesses and retailers must find the perfect balance between automated and human assistance in order to best serve their customers and efficiently grow their businesses. Customers crave answers to their questions immediately and want to selfserve when possible.

THE GOMOXIE SOLUTION

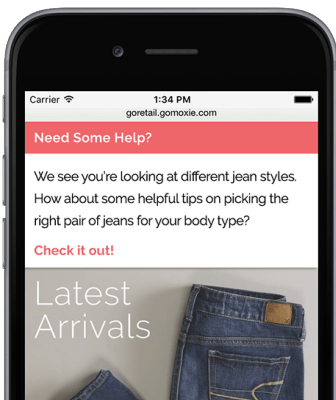
CONTEXT works in tandem with your customer service Knowledgebase and integrates with goMoxie Self-Service, conserving resources and saving conversion opportunities.

CONTEXT delivers helpful information pop-ups at the customer’s point of need with, and points goMoxie Chat users to relevant self-service articles with service chat deflection.

THE PROCESS IS SIMPLE:

- 1. Define Areas of Struggle**
Powerful intelligent decisioning technology within goMoxie identifies pain points from your goMoxie chat data and suggest smart mitigations based on your users’ unique behavior.
- 2. Create Proactive Solutions**
With access to the easy-to-use goMoxie Engagement Mapper, administrators can simply and quickly add CONTEXT to areas of struggle.
- 3. Monitor Results, Maximize Impact**
Use goMoxie’s analytics dashboard to view results and reports in real time then adjust engagements to maximize impact.

→ CONTEXT functions across iOS and Android devices, guaranteeing you will never miss another conversion opportunity.



CONTEXT Differentiating Features

CONTEXT DIFFERENTIATING FEATURES: CONTEXTUAL GUIDANCE

- Intelligently answers questions both proactively and reactively
- Snippets of useful information focus on helping customers complete tasks and continue their journey
- Takes the guesswork out of scenarios where customers seem to be struggling, allowing you to zero in on the issue and respond with text, audio, or video content
- Provides all of the benefits of chat, minus the labor hours required
- Assistance is based on the customer's behavior and history

SERVICE CHAT DEFLECTION

- Automates responses to common questions
- Delivers answers that are 80% likely to resolve the question at hand
- CONTEXT and agents draw from same content, ensuring consistent answers across channels
- Customers can easily and seamlessly connect to an agent if needed
- CONTEXT relays deflection attempt results to the agent, giving the agent a running start when assisting the customer

MEANINGFUL & ACTIONABLE REPORTING ON:

- How many chats were deflected
- How many questions were asked for which there were no suggested articles
- How many questions were asked for which articles were provided but the customer continued to chat
- How many articles successfully deflected chats
- And more reporting options

COMPLETE CREATIVE CONTROL

- Implementation and content management are designed for business users
- Control the look and feel of content with brandable templates and customizable self-service portals

"It is important for VOO to work with a company that understands our business and the specific requirements of a telecoms player. We expect goMoxie's solution to significantly enhance our customers' and agents' online service and user experience."

PATRICE GRILLET
MANAGER, E-CUSTOMER CARE AT VOO



GOMOXIE.COM

INFO@GOMOXIE.COM

Copyright © 2014-2020 Moxie Software.

All rights reserved.

HQ | SAN BRUNO, CA

TEL: +1 (650) 294-4680

TOLL FREE: +1 (800) 474-1149

BELLEVUE, WA

TEL: +1 (425) 437-5000

TOLL FREE: +1 (800) 474-1149

AUSTIN, TX

TEL: +1 (425) 437-5000

TOLL FREE: +1 (800) 474-1149

EMEA | READING, UK

TEL: +44 (0) 118 370-4660