



# MOXIE LIVE CHAT WITH FACEBOOK MESSENGER

Create a Differentiated Customer Experience with Facebook Messenger Integration

## THE INTEGRATION

Moxie Live Chat seamlessly integrates with Facebook Messenger to help organizations create a differentiated service experience by enabling customers to chat with agents within Messenger. Moxie Live Chat leverages Messenger's support for mobile and desktop, delivering consistent answers, enhancing agent productivity, helping customers move rapidly throughout the entire customer journey and improving customer satisfaction.

### Moxie Live Chat integration with Facebook Messenger:

- Enables customers to chat with agents within Facebook Messenger
- Enables visitors to use mobile, tablet, and desktop Messenger UIs
- Supports Messenger "bots" if desired to control access to chat
- Supports queue availability
- Supports routing workflow
- Optional SDK for customization of UX and integration with shopping bots

## THE MOXIE SOLUTION

Moxie Live Chat with Facebook Messenger helps organizations chat with their customers within Messenger to offer a rich customer experience. With the help of this powerful integration, organizations can extend their reach to customers on social media and harness the power of social media engagement together with full access to Moxie's Live Chat features, such as:

- Intelligent Routing
- Reporting
- Agent Client User Interface
- Compliance
- SLA Management

Designed to meet social media customer needs, Moxie Live Chat lets customers seamlessly reach out to chat agents if in need of additional support through the channel of their choice, delivering a consistent omni-channel experience.

## Benefits

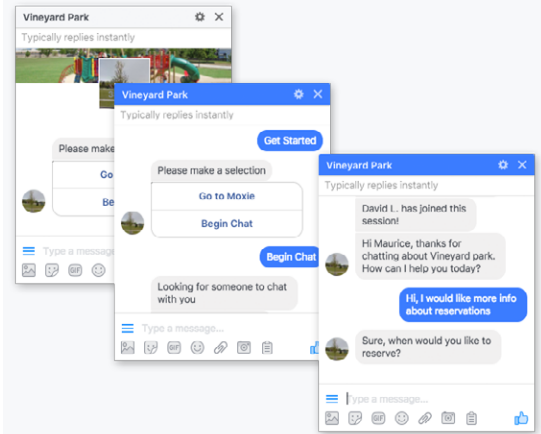
- **Drive Social Media Engagement:** Engage your social media customers in the moment of need by seamlessly connecting to a live chat agent.
- **Maximize Conversion Opportunities:** Engage customers and drive revenue by offering assistance in real-time.
- **Customer Experience:** Improve customer experience and retention by offering more informed customer service on channel of choice.
- **Increase Agent Efficiency:** Enable agents to handle Messenger chat interactions seamlessly. Help agents find the information customers need quickly and easily with unified agent client user interface to increase responsiveness. Additionally, Agents can support webchat and Messenger chats concurrently to further increase productivity.



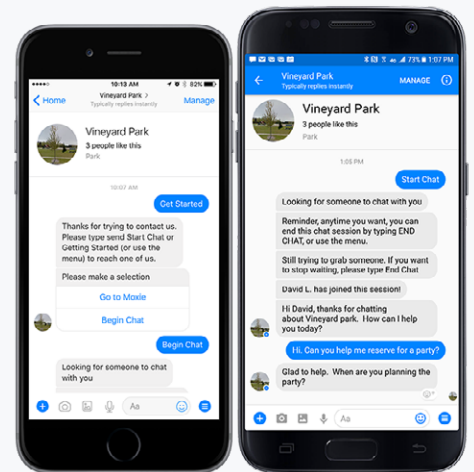
KEY FEATURES

- **Messenger Bot support:** Leverage Messenger's bots to offer a rich customer experience with seamless escalation from bot assistance to a Moxie Live Chat agent on Messenger.
- **Omni-channel Engagement:** Enables visitors to use mobile, tablet, and desktop Messenger UIs to provide multichannel engagement across the entire customer journey.
- **Intelligent Routing:** Intelligent routing rules ensure seamless escalation from bot assistance to a Moxie Live Chat agent. Routing can be configured based on engagement rules.
- **Concurrent Chat Sessions:** Agents can recognize Messenger chats easily and can handle concurrent Messenger and Web chat sessions. Additional applications, such as Moxie Knowledge, can be embedded to ensure faster resolutions and unified experience.
- **Security and Encryption:** Moxie Live Chat with Facebook Messenger offers a secure model, a robust roles-based authorization mechanism, and supports Transport Layer Security (TLS) as a means of safe and encrypted communication if necessary. TLS is used for all interactions between agents and customers, as well as between agents and Moxie services.
- **Detailed Reporting:** Moxie Live Chat with Facebook Messenger supports both historical and real-time reporting. Reports can be created for the following parameters:
  - System
  - Agent
  - Service Line
  - Department
  - Chat Session
  - Disposition Code
  - Referral Code
  - Proactive Rules data

The reports help you evaluate and manage operational efficiency, agent performance, staffing and service levels, and queuing requirements.



Chat with Facebook Messenger - Desktop



Chat with Facebook Messenger - Mobile



www.gomoxie.com  
info@gomoxie.com  
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HQ | San Bruno, CA  
Tel: +1 (650) 294-4680  
Toll Free: +1 (800) 474-1149

Bellevue, WA  
Tel: +1 (425) 467-5000  
Toll Free: +1 (800) 474-1149

Austin, TX  
Tel: +1 (512) 904-3400  
Toll Free: +1 (800) 474-1149

EMEA | Reading, UK  
Tel: +44 (0) 870-904-1122