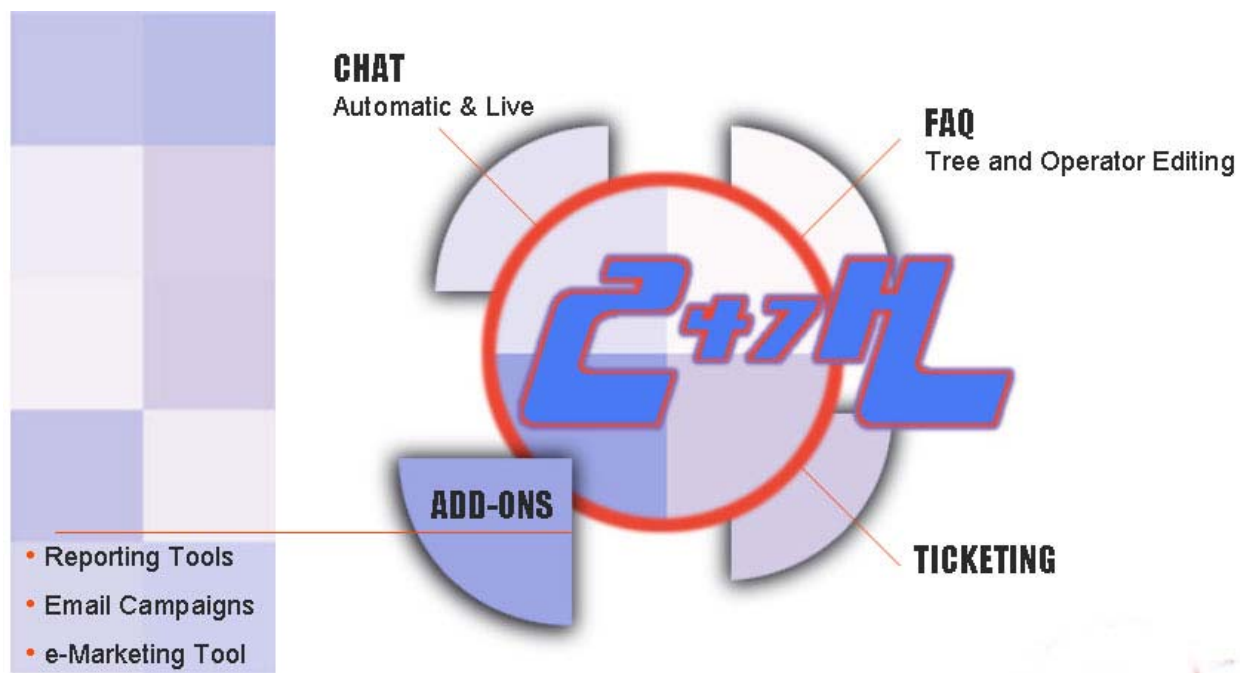


247 HELPER

THE INTERACTIVE SOLUTION TO INCREASE CUSTOMER SATISFACTION



One interface for a 247 customer service:

Enhance the performance and efficiency of your online service department by providing your customers an easy to use contact interface leveraging state of the art technology.

Give your customers the impression that your company personally attends to any question at any time 247 – even if there is no live operator available. While live operators are available, they will be shielded from repetitive questions and know more about the customer before the live chat begins.

answer frequently asked questions. The automated chat can also include small talk/entertaining components or marketing/sales relevant tasks. The system will automatically page a live operator in cases where the user might need more assistance. The live operator can see the log file of the customer's previous chat and can continue where the automated conversation ended.

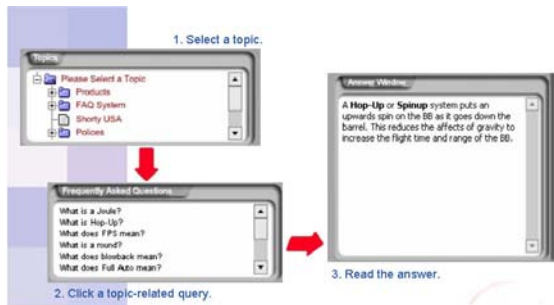
All conversations are stored in a database and can be analyzed to let you know what the visitors of your site chat. You can use this information to learn what visitors of your site want and you can even collect email addresses by letting the system ask for it, which gives you an ideal basis for online marketing.

The 247 Helper is capable of serving as many clients as requested at a time, while providing each an independent and unique personal customer service experience. **This operator doesn't take breaks!**



Automated chat:

The integrated natural language processing engine allows the system to automate a chat with your customers while accessing the FAQ component to



- see what products the customer looked at and what is in the shopping cart (information provided by your e-commerce application)
- work from any location with internet access



Self-Optimizing FAQ tree:

The integrated FAQ tree component allows the visitors to easily navigate through topics and questions. The system keeps track of the questions and a topic clicked on and sorts them according to the frequency/relevance for your visitors. When the 247 Helper is called from a specific product page, a default topic can be opened to directly show the relevant FAQs.

Customer friendly ticketing/email:

In cases where no live operator is available and the customer could not solve his problem using the automated chat or FAQ component, he can leave a message to the 247 Helper system. The customer receives an instant notice via email about his request and a ticket is created for operators to access and to respond.

Easy to use operator console:

Your live operators log on to a web based operator console. Operators can

- monitor ongoing automated chats
- take over ongoing automated chats
- be paged/requested for a live chat
- have multiple chats at the same time
- use “Quick Replies” to give standardized text replies via just one click during a live chat
- use “Quick URLs” to navigate the customer to a specific product or web page with just one click (Co-Browsing)
- transfer chats to other operators
- ban users from paging the operator
- easily edit the FAQ tree component
- view a user’s contact history
- see where a user came from (e.g. what search engine with what search terms/keywords)

For offline messages that arrived while no live operator was available, the operator has an interface to quickly reply to messages while also accessing the FAQ component. In case a message is already answered in the FAQ, the operator can reply to the message with just a few clicks.



The 247 Helper administrator can view reports on the performance of the live operators, the automated chat and FAQ component. These reports include:

- minutes of availability of each operator
- minutes an operator was offline
- number of chat requests per operator
- number of live chats per operator
- number of tickets closed / deleted / forwarded
- number of clicks per question
- number per clicks per topic



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 Or visit our website at www.247helper.com