

## InstantService SupportSolution

### Provide Effective Online Support While Reducing Costs

Ensure repeat business from your existing customers by offering superior online customer support. The unique integration of InstantService's complete customer service solution provides the most efficient and least costly means of increasing customer satisfaction and loyalty.



#### Improve Agent Efficiency and Customer Response Times

*Your phone agents are limited to handling one customer at a time. Customers are dissatisfied with long hold times. Email routing and incident tracking is unmanageable; consequently, response times suffer.*

With InstantService, chat sessions and mail messages are automatically routed to the appropriate department or agent queue. Agents can multitask, easily answering an email or two while chatting with three or more customers. The shared knowledge base enables one-click delivery of frequently used text responses, web pages, and files. Agents love using the InstantService Agent Console. Managers appreciate the dramatically improved customer throughput and response times.

#### Increase First Time Resolution Rates

*It often takes multiple email exchanges over a course of days for your customers to receive an answer to their questions. Phone calls present problems when a customer only has one line and is asked to download a file or visit a web page; URL's and complex instructions get confused.*

The customer service experience by means of a phone call or email cannot compare to the interactivity of InstantService Chat. Whereas phone agents are limited to saying, "let me tell you," chat agents are able to say "let me show you" or "let me do it for you." InstantService Chat agents can push URL's, co-browse Web pages, jointly fill-in forms, download/upload files, and even take over control of the customer's PC to resolve problems right away. These features are especially beneficial in a technical support situation.

#### Improve Customer Satisfaction & Loyalty

*Your customers have expressed dissatisfaction with the responsiveness and effectiveness of your support options. Attrition is impacting sales.*

Offer your customers convenient and immediate access to live chat, and they'll be back to shop again. When they do return, incident tracking allows your agents to review the chat and email history of every customer. Agents don't have to repeat information already conveyed, and customers save time by receiving only the information they need. Relationships are cemented with your company; loyalty increases, and satisfied customers spread the word about your superior customer service.

#### Reduce Support Costs

*Business is growing, but so are support needs and costs.*

Resolving customer support issues with InstantService is up to 90% less expensive than a phone call. Offer self-help FAQ, live chat and email options via InstantService to reduce expensive phone volume by 50-100%. Multiply your contact center's capacity without hiring additional agents.

#### McAfee™

SupportSolution Snapshot

- 80% of support is via live chat
- Cut average wait time from 25 minutes to 40 seconds
- Reduced support costs by 86%

#### Sony Online Entertainment™

SupportSolution Snapshot

- Everquest, Star Wars: Galaxies
- Reduced phone usage by 50%
- 90%+ customer approval

*"Featuring rapid deployment and exceptional flexibility, InstantService's web-based communications solution has given us the ability to deliver our clients efficient, on-demand customer service solutions,"*

- Telvista



600 University Street Suite 401  
Seattle, WA 98101  
(206) 956-8000 office  
(206) 956-0383 fax

info@instant-service.com  
www.instant-service.com

#### Get Started Today

Discover how easy it is to get up and running with InstantService. Chat with a sales representative now to find out how we can help take your business higher. InstantService is easy to implement, requires minimal training, and may pay for itself immediately in cost-savings.