

Khoros Modern Chat

Chat with customers in real-time or anytime on your .com

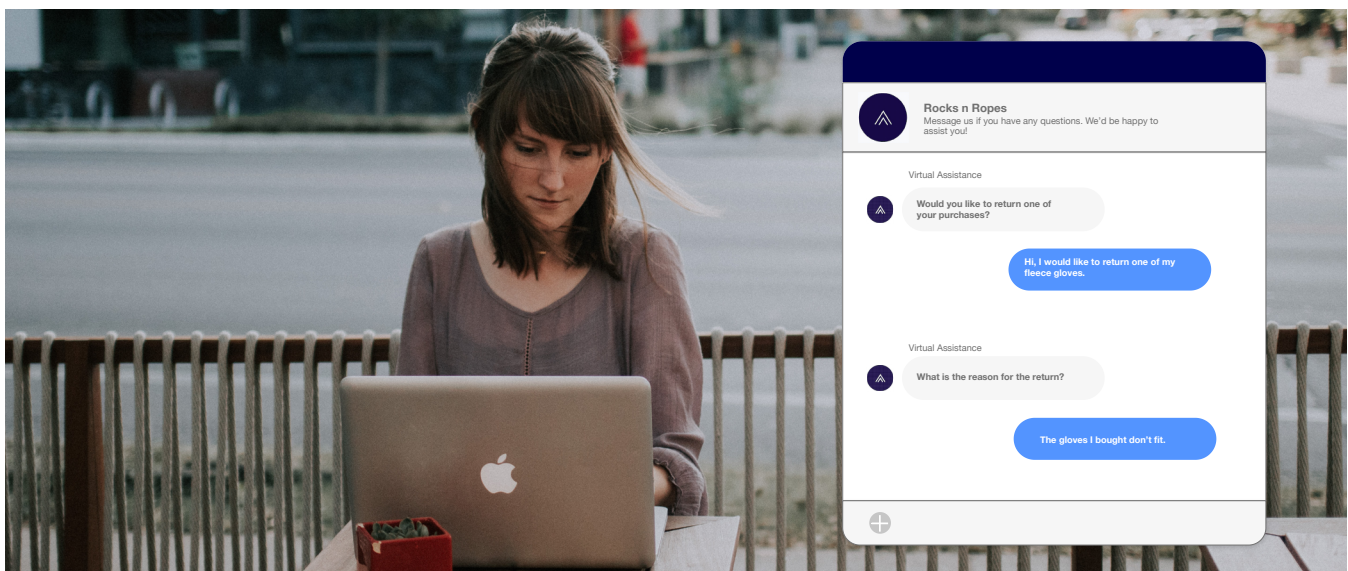
THE PROBLEM

The rise of messaging has changed what consumers expect from your brand. They want to message you as easily as they message friends and family every day. They want to engage at their own convenience, on-the-go — and they generally won't tolerate being kicked out of the conversation because they took too long to reply. Customer care and support teams have begun to adapt to consumer expectations, adding messaging channels and SMS to their operations, but many continue to use outdated legacy chat platforms on their websites.

With traditional, session-based chat technology, consumers are forced to babysit an inconvenient chat window and wait for a reply. At the same time, agents are incentivized to close sessions as quickly as possible and have limited access to tools that can increase efficiency, capacity, and response quality. This results in poor customer and agent experiences, along with higher operational costs.

THE SOLUTION

Khoros Modern Chat gives brands a critical upgrade to their website and care operations. It delivers a rich chat experience to improve customer satisfaction and reduce operational costs on your #1 digital channel.





ASYNCHRONOUS EFFICIENCY

The first step to unlocking greater efficiency and reducing costs is eliminating the “session” that defines legacy chat conversations. Modern Chat is asynchronous, giving customers the flexibility to respond on their own time instead of a narrow five or ten minute window before their session ends and they have to start over. This flexibility also enables agents to handle a higher volume of conversations at once, and gives them more time to explore content and collaborate with peers to better solve customer inquiries. Asynchronous chat is proven to increase first contact resolution (FCR), which reduces contact volume and operational costs in addition to improving customer satisfaction.



RICH, PERSONALIZED EXPERIENCES

Consumers crave relevant, personalized responses to their questions — and they've grown to expect more than plain-text answers copied and pasted from a content library. Modern Chat makes it easy even for non-technical users to customize rules that proactively start a chat, along with the pre-chat message they receive. Modern chat also delivers rich media (e.g. images, links, video, and emojis) that substantially enhance experiences like troubleshooting and navigating a product catalogue. By championing a richer, more relevant experience, brands increase CSAT/NPS scores, which are closely associated with increasing brand loyalty and lifetime customer revenue.



EMPOWERED AGENTS

Modern Chat equips agents with contextual tools like full conversation history, CRM information, and customer profiles that consolidate data across channels, departments, and back-end business systems. Further, it contains AI-powered prioritization so that agents can easily work on the highest priority cases first. For managers focused on efficiency and quality metrics, Modern Chat offers a consolidated view of agent capacity and workforce utilization. This makes it easy to optimize operations in real-time based on agent performance and customer experience.



AUTOMATION AND ADVANCED WORKFLOWS

Digital connectivity is bringing brands higher conversation volumes than ever before. To keep up, while still delivering a great experience, brands have to consolidate and automate certain interactions. Khoros Modern Chat gives brands a single dashboard to manage .com chat conversations in the same place they engage messages from other channels like SMS, Apple Business Chat, WhatsApp, and Facebook. It comes with sophisticated filtering, tagging, and routing that drives customers to the best possible workflow or agent to resolve their inquiry. For high volumes of common or predictable consumer inquiries, Modern Chat can harness Khoros Bot — or any bot a brand has already installed — to triage and resolve questions, freeing up human agents to handle more complex, higher value tasks.

HOW WE CAN HELP YOU

- Deploy an upgraded chat solution to your website that increases operational efficiency and customer satisfaction
- Build custom rules that dramatically improve agent workflows and customer experiences
- Equip your agents and managers with unmatched out-of-the-box productivity and efficiency metrics
- Harness automation and Khoros chatbots to scale operations, or select and seamlessly integrate the right 3rd party bot provider