Préparation de l'épreuve : 20 minutes
Durée de l'épreuve : 20 minutes

DOSSIER A DESTINATION DU CANDIDAT

Pendant le temps de préparation vous préparerez les deux parties de l'épreuve ci-dessous :

1. Expression orale en continu   *Restitution : environ 5 minutes pendant l'épreuve*

Vous disposez d'un document vidéo et d'une page web que vous pouvez consulter aussi longtemps que vous le souhaitez.

Vous avez droit au dictionnaire unilingue pendant la préparation de l'épreuve.

Vous rendrez compte **à l'oral en anglais** de votre compréhension de ces documents.

2. Expression orale en interaction   *Restitution : environ 15 minutes pendant l'épreuve*

Vous allez échanger avec un membre du jury **en anglais** en abordant la situation ci-dessous. Vous pourrez demander des précisions sur votre rôle, le contexte ou la situation avant de commencer, si besoin.

SITUATION PROPOSEE:

Imagine you are an IT technician for a small company. The marketing team wants to modernise customer support. Someone suggested adding "live chat" to the company's website.

What would "live chat" allow customers to do? Should the company build its own live chat solution? Should it choose a third-party provider? Can you integrate something like this into the company website? How would it help the marketing team?

Be prepared to follow up with the head of the marketing team and have a conversation on integrating live chat into your company's website.
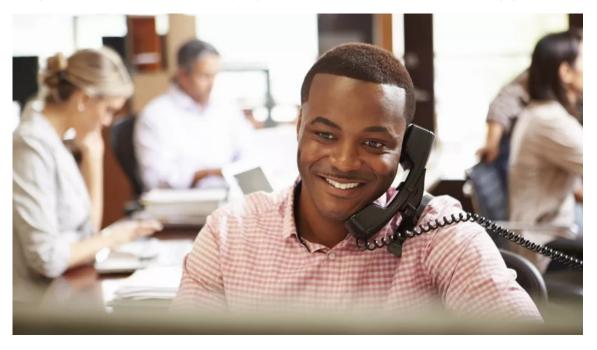

Document n°1 : voir vidéo fournie

Document n°2 :

Best live chat software of 2022

By Jonas P. DeMuro , Brian Turner

Improve customer engagement with live chat support

(Image credit: Shutterstock)

The best live chat software makes it simple and easy to manage customer sales and support requests online.

This is increasingly important as customer services have become an essential internet platform, and customers expect rapid responses when they contact a company's support team. Businesses who leave customers waiting risk losing them to competitors, as well as damage to their brand reputation.

Traditionally, responding to large volumes of customer service requests right around the clock hasn't been the easiest task. But with a live chat solution, companies can speak to their customers in real-time. This software also enables them to automate responses to the most common questions and requests from customers.

Setting up a live chat function may sound like a complicated, time-consuming, and expensive process. However, these days it's actually easier and quicker than you might think.

Here then are two of the best live chat software solutions currently available.

1. **HubSpot Live Chat**

The best free live chat software

TODAY'S BEST DEALS VISIT SITE

REASONS TO BUY
+ Free software
+ Easy-to-use chatbot builder
+ Slack integration

REASONS TO AVOID
- Limited tools on free plan

HubSpot offers a completely free option for any business that doesn't have the budget for a comprehensive live chat solution.

Using HubSpot Live Chat, you can initiate live chats with customers and other website visitors. If you begin chatting with someone and feel like their request would better suit a different team, you can easily pass them on to the right person.

When setting up the live chat widget, you can personalize it with your business branding and write canned welcome messages that target different audiences. Every time you engage in a live chat, the conversation will be stored in a centralized inbox for future reference.

Of course, not every business has the time and resources to respond to every customer chat. But you can easily create chatbots to answer commonly asked questions, set up customer meetings, and more. It's actually pretty simple to create these, thanks to the integrated chatbot builder.

HubSpot Live Chat also offers a useful Slack integration, allowing you to receive live chat notifications and message customers directly from this platform. You also have the option of conducting live chats through the HubSpot mobile app.

While the software is somewhat limited as a free service, Hubspot offer paid-for content and marketing plans that could help you extend your live chat functionality into a single integrated and comprehensive CRM software platform.

2. **ClickDesk**

The best live chat with video and voice calling

TODAY'S BEST DEALS   **VISIT SITE**

REASONS TO BUY
+ Video and voice calls
+ Text-based live chat option
+ Powerful translation

Most providers in this list focus on text-based live messaging, but ClickDesk goes even further by letting businesses video or voice call with their customers.

ClickDesk allows businesses to quickly and easily set up a browser-based voice and video chat facility on their website. The best thing is that you don't need to download any software to conduct video or voice calls with customers.

While ClickDesk focuses on video and voice calling, it does provide a text-based live chat too. You can send custom greetings; ask customers to provide their name, email, and message before starting a live chat; as well as speak to customers via smartphones, tablets, and computers.

This solution is also perfect for businesses with customers worldwide because it allows you to translate messages into over 90 different languages. It also sports plugins for platforms like WordPress, Joomla, Shopify, Magento, Wix, BigCommerce, Weebly, Google Apps, and more, which are free. Premium account holders can use integrations with Salesforce, MailChimp, Facebook, JavaScript, Xero, Google Analytics, and many other services.