PCCW Solutions®

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Rosalind Ma: Thank you for your question

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Live Chat System for Customer Service

Enhance customer service level and improve working efficiency

a **PCCW** Group member

Enhance customer service level and improve working efficiency

Customer service is evolving alongside technology. Smart companies know they need rock-solid systems in place to achieve the best possible customer experience and ensure service teams have the resources to provide flawless, real-time interaction that engenders customer satisfaction . Enterprises are now able to raise customer service levels without hassle, thanks to the highly-secure, cloud-based Live Chat System developed by PCCW Solutions.

Compatible with mobile web or app use, this Live Chat System is a form of communication-over-the-Internet capability based on real-time, directly-written, language-based online messages that comes complete with a customer service workflow. This allows customer service representatives (CS) to communicate with more than one client at a time.

PCCW Solutions provides a user-friendly and intuitive interface enabling users to trace a chat record for follow-up purposes. Enterprises can also manage employees and analyze their performance easily with integrated sales force automation (SFA) tools.
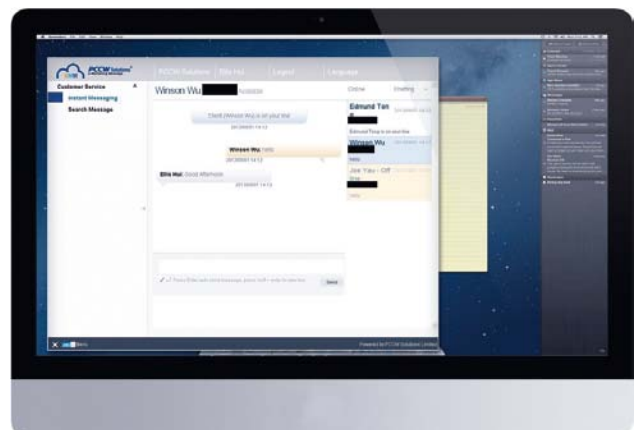
CUSTOMER MOBILE APP   **CLOUD-BASED WEB PLATFORM FOR ENTERPRISES**

INSTANT MESSAGING

PUSH NOTIFICATION

Benefits

- **Cost-effective way to enhance customer service:**
  - Cloud-based solution minimizes upfront investment cost
  - Annual subscription scheme minimizes recurrent maintenance and upgrade cost
  - Professional 24/7 support for both hard and software
  - Easy integration with any mobile app

- **Manage customer requests with ease:**
  - Login to a database for easy tracing of conversation history
  - CS can make use of an advance search history function to research customer requests and formulate further action plans

- **Increase CS efficiency:**
  - A user-friendly design allows CS to switch conversations between different customers easily
  - Push Notification allows CS to send responses or e-marketing messages to Push-enabled customers

- **Generate customers' satisfaction:**
  - Supports multiple languages, allowing CS to chat with speakers of different languages
  - CS provide more informative responses by text and links
  - CS can respond to multiple customers simultaneously, minimizing customer waiting time
  - Allows customers to leave offline messages for further CS follow-up

Features

- Highly secure to avoid leakage of sensitive data, as all conversations are conducted via an encrypted channel.
- Live Chat System available on an IOS or Android mobile app enables customers to contact CS via a fast channel.
- A cloud-based web admin platform allows CS to login and work on any authorized computers, tablets or mobile devices that support WebSocket protocol.
- Supports multiple languages.
- Supports multiple threads, so CS can respond to more than one customer.
- User-friendly admin platform design allows CS to switch conversations quickly between different customers.
- Ensures on-time follow-up, as the web admin platform automatically receives offline messages during non-business hours.
- Offline messages are delivered to a customer's mobile phone via Push Notification, in the event of a customer logging out of the mobile app or toggling between different apps.
- Conversation history logging.
- Advanced search message function allows CS to search for and download conversation history by date or client ID.
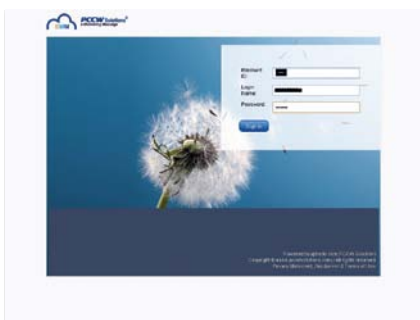

Figure 1.
User-friendly interface of portal to improve CS operational efficiency

Figure 2.
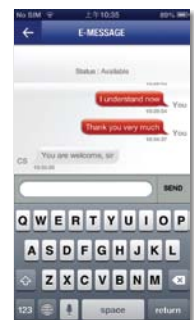Workspace of Customer Service Representative

Figure 3.
CS are able to respond to the customers from anywhere with use of tablets or mobile phones

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.