

MS Dynamics CRM with Live Support Chat

PositiveEdge helps implement Microsoft Dynamics CRM with Live Support Chat to manage organization's Customer Service department across industries.

BUSINESS SITUATION

Live web chat is turning out to be a preferred communication channel and becoming a viable option at a given time compared to a live talking with CSR with high queue wait times and at times unavailability of voice channels. Live Support Chat gives more time to formulate requests and responses more clearly leading to an effective communication.

SOLUTION

Live Support Chat provides the means for potential prospects to chat live with sales or support teams giving them the chance to ask product related questions or challenges and giving sales and support teams the chance to sell and resolve queries and issues! In the end, an extended relationship with happy customer!

Below are few of the offerings:

Validating Chat Visitors Prior to the Chat Session

A customer / visitor can initiate a chat session by providing user identifiable customer information such as name, e-mail address, mobile no. to either perform a quick validation, to bring up the records of the chat visitor, or both. For an existing customer, the system will initiate the chat session with the historical conversation and for the visitors will initiate a chat session by creating a lead in the MS CRM system. This attribute enables chat operators to render a higher level of chat experience to existing online customers

Integrating Chat Transcripts

As soon as the chat session has concluded, the chat transcript generated by the interaction between Customer Support Representative (CSR) and your customer is attached under the chat activity and integrated into the customers profile in the MS CRM system and can be emailed automatically to a customer as an attachment. It provides CSRs and technical support personnel to deliver customer service from a more informed perspective.

Offline Message Integration

It is now possible to integrate all the offline messages generated by customers after business hours into a CRM solution. These messages act as callback requests and thus customers are served better.

How can I help you?

When a CSR sees a prospective customer on the portal spending good amount of time onto product catalogues, that moment, a CSR would be able to initiate a chat session with the visitor thus converting to a possible lead or opportunity.

Multiple Simultaneous Chat Interactions

Live Support Chat offers multiple simultaneous Chat sessions and provides features to make it easy for CSRs to manage and transfer chat sessions quickly.

Intelligent Queuing and Routing

Live Support Chat improves sales, customer satisfaction, and overall productivity by intelligently routing each chat inquiry to the best available CSR.

BENEFITS

- Improved Corporate Branding
- One CSR can handle multiple customer interactions simultaneously.
- Allows Sales direct contact with potential customers
- Allows your customers to have direct access to Support
- Reduced Operational Cost



Region: All

Industry: All

Engagement Highlights:

- ✓ Intuitive User Interface
- ✓ Activity Record & Chat Wrap-up
- ✓ Email Chat Transcripts
- ✓ CSR Multitasking

Platform: Microsoft Dynamics CRM 2011

Tools and Technology used

- ✓ Microsoft Dynamics CRM
- ✓ Microsoft .NET
- ✓ SQL Server
- ✓ Microsoft Visual Studio 2010

Results:

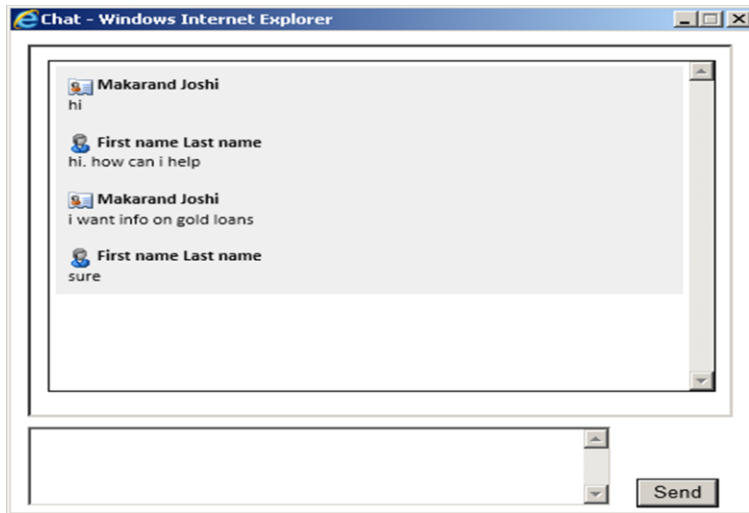
- ✓ Gives a good customer experience
- ✓ Increases lead conversion ratio
- ✓ Reduces issue resolution time
- ✓ Near-real time support experience

Clientele:

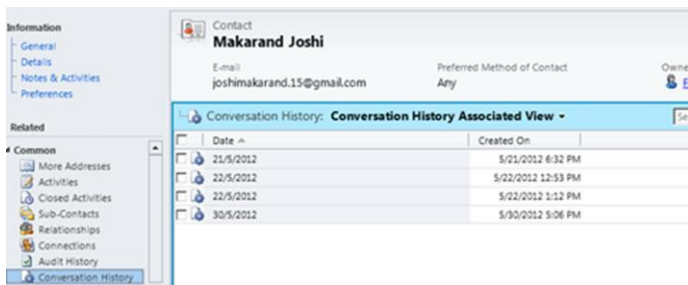
- ✓ Muthoot Group
- ✓ Fullerton Securities
- ✓ SBI Mutual Fund
- ✓ SportsNest

Screen Captures

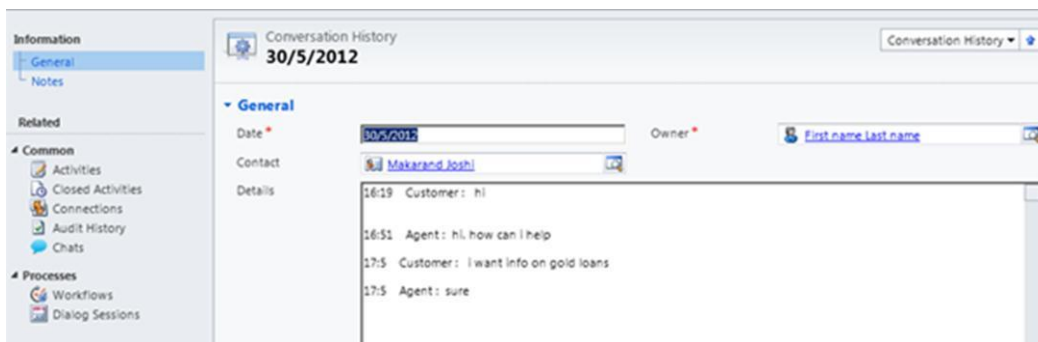
- Visitor initiating a chat session



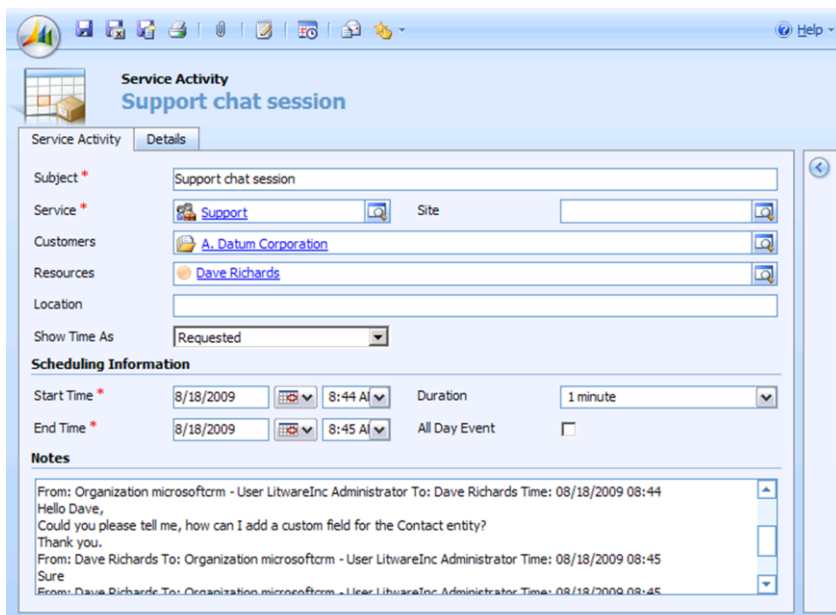
- Conversation History attached to a CRM contact



- Chat Transcript



- Chat Transcript





Contact Us

US

39899 Balentine Drive, Suite 300, Newark CA 94560.
Phone: 510-315-0061, Fax: 510-315-0061

Bangalore

#597, Maple, 15th Cross Ring Road
J P Nagar 6th Phase, Bangalore-560078
Phone: +91-80-65791228, +91-80-65707240 (Sales)

For more information about how to discover diamonds in the crevasses between your core systems or to learn more about how PositiveEdge can help, visit www.positiveedge.net or email pprahlad@positiveedgesolutions.com

