

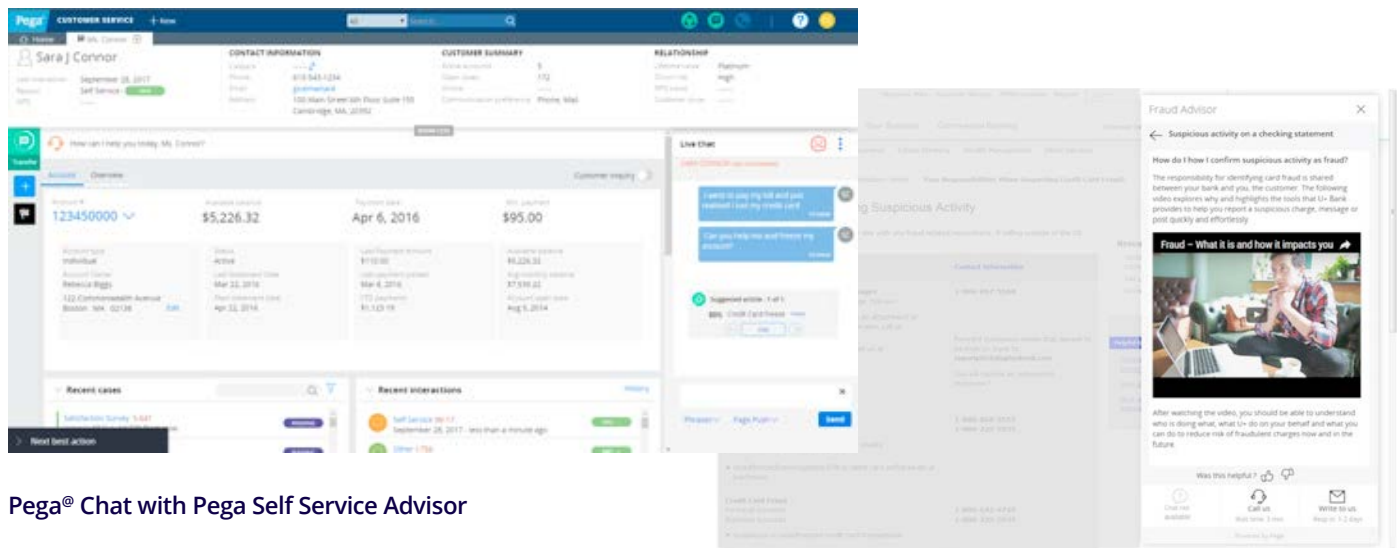
Pega® Chat

The fastest way to securely help clients on your website and deliver satisfying customer experiences

A Pega Customer Service Datasheet

Key benefits

- **Improve the customer experience** with the ability to answer questions online in real time.
- **Reduce costs and improve agent efficiency** by providing chat as another engagement channel. Lower interaction costs by allowing an agent to engage in multiple customer interactions simultaneously – this reduces the need to rely only on expensive channels, like voice.
- **Shorten handle times** through guided and automated scripts for agents to answer questions quickly.
- **Reach across channels: Pega® Chat** has the ability to reach customers in the channel of their choice via the web, mobile web, and hybrid mobile apps. It is available on the Pega Cloud and on premise.



Pega® Chat with Pega Self Service Advisor

Customers expect live chat as an option on websites and mobile apps, to get their questions answered faster than by email and more efficiently than by phone. Most businesses, however, typically use separate chat software applications across departments, leaving the customer service, marketing and sales teams disconnected from the rest of their organization. This typically results in an inconsistent customer experience for phone and chat.

Unlike other chat software, which can't share information and processes with the rest of your organization, Pega® Chat lets you seamlessly continue or complete a customer conversation with another channel.

The result is a superior omni-channel experience for customers, no matter which channels they choose, resulting in higher satisfaction and lower cost of service delivery.

Pega® Chat features

- **Seamless collaboration – web/mobile:** Browse a web page and simultaneously chat in the same window. Engage with your customers via their mobile devices using Pega® Chat to provide quick answers to their questions.
- **Contextual digital self-service:** Infuse real-time contextual self-service into your existing web and mobile experiences for greater containment and engagement.
- **Guided interactions:** Pega® Chat uses underlying business rules and processes to provide intelligent guidance. Pega® Chat moves beyond merely providing agents with canned responses. Instead, it dynamically scripts a wide variety of potential customer interaction paths.
- **Intuitive and adaptive interface:** Effectively manage simultaneous, concurrent interactions. Provide alerts for incoming chat requests via rules-based interaction routing.
- **Integration with Pega® Customer Service and Pega® Co-Browse:** Provide a more cost-effective channel for seamless interactions. By combining all three products, agents can engage with clients in real time and address their web self-service and customer service questions.
- **Skills-based routing:** Assign chats in the queue to the most appropriate skilled agent to handle the interaction and effectively answer questions in real time.
- **Real-time user administration and management:** Adjust to the needs of the customer and prospect as the chat messages are received, and handle as the issues evolve.
- **Monitor, participate, and coach:** Quickly get to a view of your agents that need help and coaching. Move from monitoring to joining the conversation with a single click, and view the chat interaction and co-browse session, if applicable, between the customer and CSR.
- **Chatbot integration:** Engage your customers and provide real time answers via a bot. If escalations are needed, escalate directly to Pega Chat.
- **AI/Augmented Agent:** Have Pega Customer Decision Hub 'learn' from how your CSRs engage with customers in Pega Chat that includes suggested knowledge articles, common phrases or page push links.

Additional features include:

- **Chat with Facebook Messenger:** Enable self-service interactions using Facebook Messenger and Pega's chatbot capabilities.
- **Remove sensitive data in chat transcripts:** Business user focused configuration UI to remove, mask, or partially mask transcript elements after the chat interaction completes.
- **Chat attachments:** End users can attach documents for the CSR to view. These documents are automatically added to the interaction as a permanent record.
- **Customizable chat API:** Chat client presented as part of the web site/page.
- **Pre-chat survey:** Gain information from the client before the chat begins for context.
- **Chat hours:** A calendar for work hours of availability.
- **Proactive chat:** A rich set of tools and common phrases to improve efficiency.
- **Chat avoidance:** Off-hours messages.
- **Knowledge management integration:** Guide customers to the right information on your website.
- **Shortcut Keys:** Address more questions through text channels without stopping to use the mouse. Accept, Decline and send messages with short cut keys.