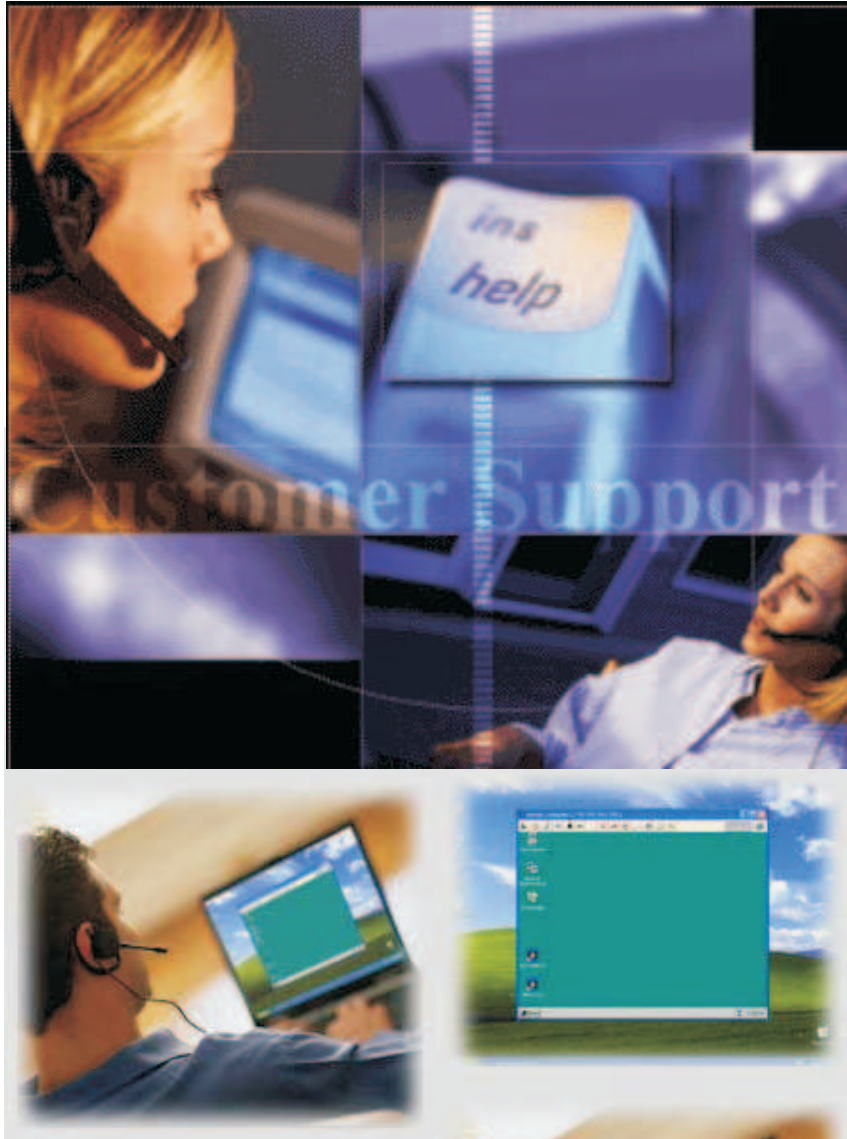




How To Provide Live Help Desk & Customer Support Right From Your Website



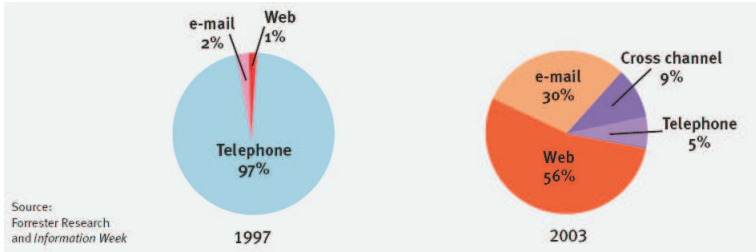
626 Sonora Avenue
Glendale, CA 91201
Ph: 818-245-0535



How To Provide Live Help Desk & Customer Support Right From Your Website

FACTS YOU SHOULD KNOW

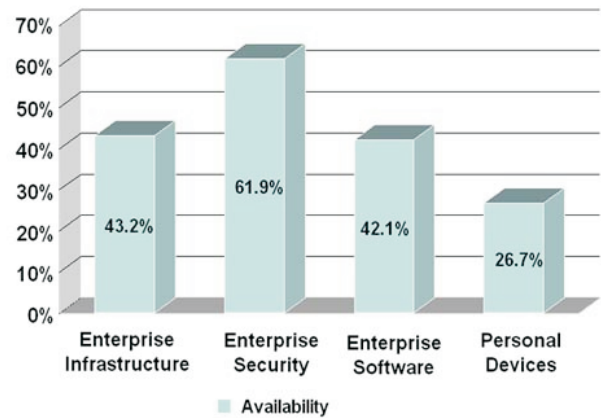
Web collaboration is the biggest growth area in e-service and provides the most differentiation possibilities for vendors. Companies are relying on *WebConference.com*™ collaboration capabilities to revolutionize the way they work with customers.



IMPACT ON BUSINESS

According to a recent survey of business customers by ServiceXRG, the most leading characteristic of service excellence is the availability of support when the customer needs it the most. What makes this characteristic particularly important is that **no other element of service**, including quality or timeliness, matters if services are not accessible when the pain occurs.

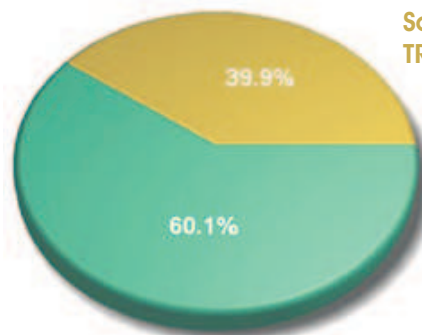
The emphasis on service availability is so important that it has a direct and notable impact on the customer's business. Over 80% of enterprise users that request support classify their problem as important to severe with varying degrees of lost data and/or productivity. This alone suggests a primary reason customers place an emphasis on service availability as key component of service excellence.



WHAT CUSTOMERS FIND MOST EFFECTIVE

The new evolution of customer service and support applications, linked together and enabled by the Internet is called Multimedia Assisted Service. By far, it is the most effective solution for achieving the highest call deflation and customer satisfaction mainly because support representatives can deliver compelling multimedia assistance to any desktop, anytime, anywhere with a few clicks of the mouse.

Satisfied customers receiving MULTIMEDIA live e-service



Satisfied customers receiving TRADITIONAL live e-service



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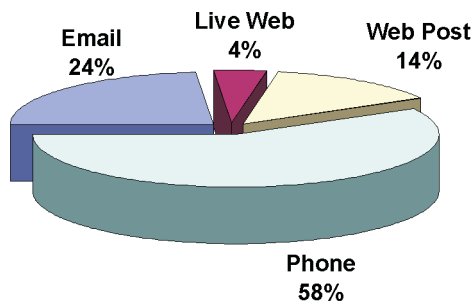
IMPACT OF LIVE CHAT VS. LIVE MULTIMEDIA

Data from Forrester's Consumer Technographics® Q3 2005 North American Survey reveals that North American customers prefer and use human channels more than automated channels for contacting customer service. To help customers learn to love less expensive self-service support channels, firms should help match customers' goals to the most appropriate self-service methods and focus on improving the usability of Web self-service interfaces.

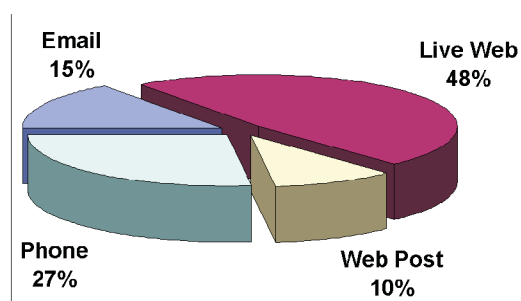


Additionally, since most Live Help solutions only use chat as their main means of customer interaction, when given the choice, customers will always opt to use the more traditional human channels. Case studies show that customers who experienced live customer service primarily using chat are only 4% likely to use it again in the future if given the choice to use other options. However, customers who experienced live customer service with voice, video and collaboration capabilities are 48% more likely to re-use this type of service again.

IMPACT OF LIVE E-SERVICE USING CHAT 4%



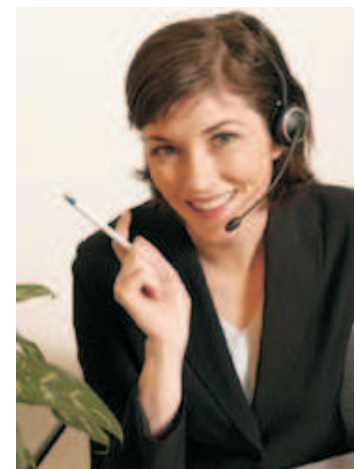
IMPACT OF LIVE E-SERVICE USING MULTIMEDIA CAPABILITIES = 48%



TODAY THE MOST POWERFUL STORY IN SERVICE AND SUPPORT IS "UP-SELLING"

Agile businesses are always looking for opportunities to increase revenue and productivity and they have found that when a customer calls to receive help or support, customers are very receptive to hear about new products or services if their issue was resolved quickly and to their expectations. In the past, however, customer service representatives were limited and could not take advantage of these golden opportunities mainly because their live help support software was not the best tool for sales and marketing.

WebConference.com™ is different in that it provides a full range of multimedia features that are used successfully not just in the live help environment, but also in the entire customer contact life cycle such as customer training, sales and marketing.



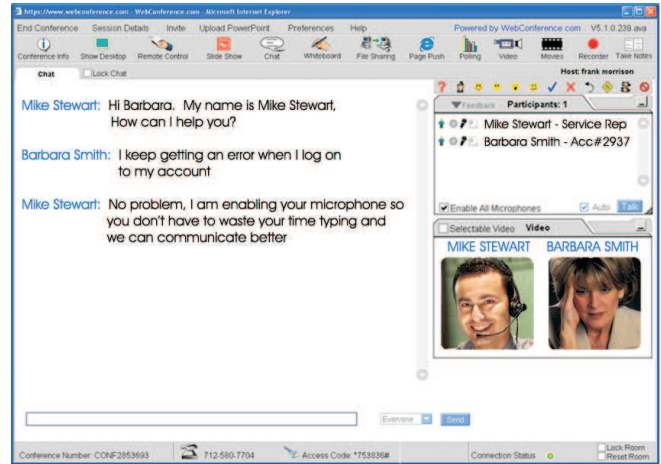


How To Provide Live Help Desk & Customer Support Right From Your Website

WEBCONFERENCE.COM GIVES YOU WHAT YOU WANT

Quick, accurate responses to customer questions and increased agent productivity in a comprehensive out-of-the-box functionality with unsurpassed scalability and performance that seamlessly integrates with your CRM applications or existing business processes.

WebConference.com™ is the next generation support and customer service solution with video, voice, chat, remote desktop and collaboration to match today's customer expectations. Agents at the call center or help desk are able to assist anyone, anywhere, and resolve technical problems on the spot. The end-result is superior service levels, improved first-call resolution and major cost savings.

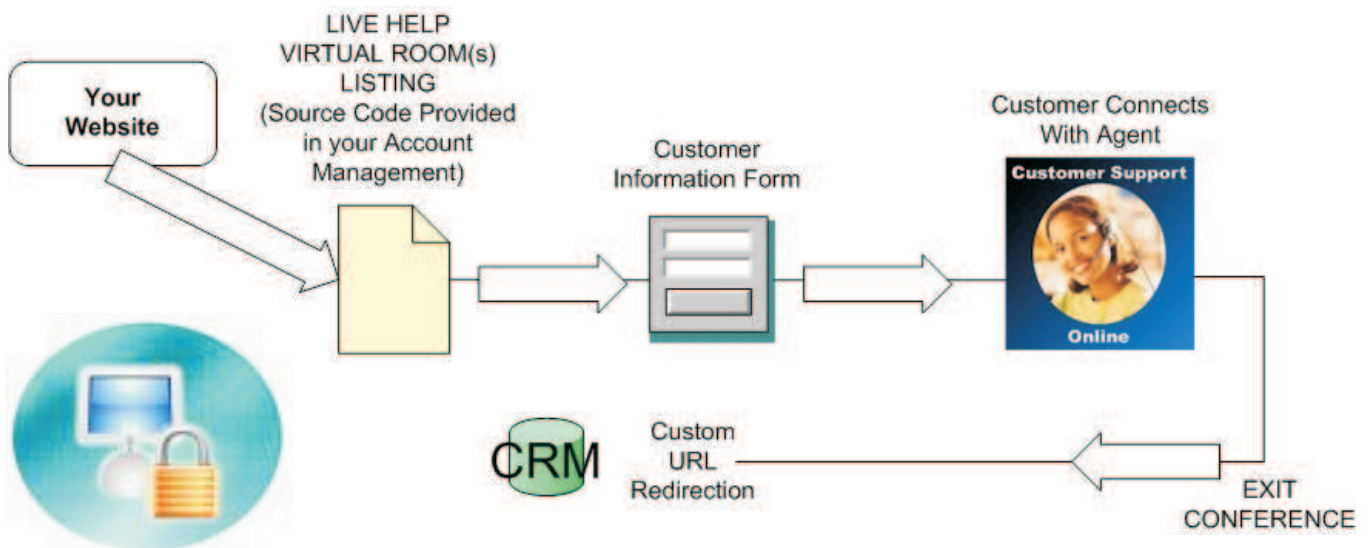


HOW WEBCONFERENCE.COM INTEGRATION WORKS

The integration process starts by placing a listing of your available LIVE HELP VIRTUAL ROOMS on your own website. This is achieved by logging in into your account and copying the "LIVE HELP VIRTUAL ROOM LISTING" code which is automatically created when you signed up for WebConference.com™. Once the code is placed on your website, visitors will have the option to choose one single agent or see an entire listing of available agents. As agents become available or busy, the list is automatically updated.



Additionally, upon exiting a conference, your customer can be re-directed to the website of your choice, allowing you to fully integrate with your CRM web service or similar processes. WebConference.com™ integration could not be made any simpler.

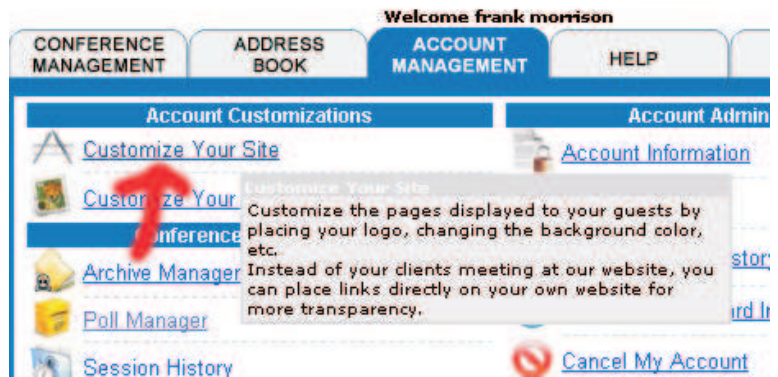




How To Provide Live Help Desk & Customer Support Right From Your Website

STEP 1: GET THE "LIVE HELP VIRTUAL ROOM(S) LISTING" CODE

Go to your "Account Management" and click on the "Customize Your Site" link. This will take you to a page where you can highlight and copy the "LIVE HELP VIRTUAL ROOM(S) LISTING" code that will be used on your own website.



STEP 2: INTEGRATE THE CODE ON YOUR OWN WEBSITE

Simply, copy and paste the "LIVE HELP VIRTUAL ROOM(S) LISTING" code on your website. You can be more creative and change the style sheet so that you can match the colors of your website.

Several WebConference.com™ accounts can be combined into one single listing so that all of your live help representatives can be presented on the same page.

Additionally, you can modify the style sheet which gives you full control to modify the table and font colors, the font size and font type, along with the text that is going to be presented to your customer.

Create a graphic element that will be displayed through out your entire web site to promote customer usage of your live help service. This graphic should link to your custom listing page.

If you want to provide LIVE HELP from your website, you can copy and paste this generic HTML code into your own website page.

To copy:

Highlight the entire contents below then "Ctrl"+"C" on keyboard

```
var sortOrder = "Ascending"; //Options are "Ascending" or "Descending"

//WebConference.com Accounts
//If you have more than one webconference account, then //simply add it to the array.
var webconfAccounts=new Array
("R283873", "R298377", "R838466", "R237737", "R29237");
</script>

<!--
* COPY THIS STYLE SHEET ON THE <HEAD> SECTION OF
* YOUR HTML DOCUMENT. YOU CAN MODIFY ANY OF
* THE SETTINGS AFTER EACH COLON (":").
* Example:           border-width: 0px;
* Can be changed to: border-width: 5px;
--><style
type="text/css">
.serviceMessage {
border-width: 0px;
padding: 5px;
}
</style>
```

Preview





How To Provide Live Help Desk & Customer Support Right From Your Website

STEP 3: HAVE AGENTS START A CONFERENCE

Once the code is correctly placed on your website, agents simply need to start an ad-hoc conference. Here's a check list that will help you remember the options that are required:

- Make sure you choose a CONFERENCE TOPIC that is appealing to your customers. The CONFERENCE TOPIC will appear as the Category or Area of Expertise of the agent.
- SELECT the "Publish This Conference on your public events calendar" option. This ensures that the conference will appear on your website. .
- DO NOT SCHEDULE the conference

Schedule Conference

Right now, it is 4/12/2006 5:04:55 PM (Mountain Daylight Time, GMT-7+1) [change](#)



Start Date (M/D/YYYY)

Start Time : AM

End Date (M/D/YYYY)

End Time : AM

Reschedule every: Sun Mon Tue Wed Thu Fri Sat

Conference Topic:

Publish This Conference on your "[Public Events Calendar](#)"

Once the conference is started, your website visitors will see a full listing of all available agents and their category or area of expertise. You can customize all of the components to better suite your needs.

**Our representatives are available to help you.
Please select the available agent based on the category of your issue.**

Agent Name	Category	Status
Rosemary	Windows XP Issues	Available
Paul	Account Login Issues	Available
Peter	General Questions	Available
Ray	Installation Issues	Available
Mary	Billing Issues	Available
Rod	Macintosh Issues	Available
Tim	General Questions	Available

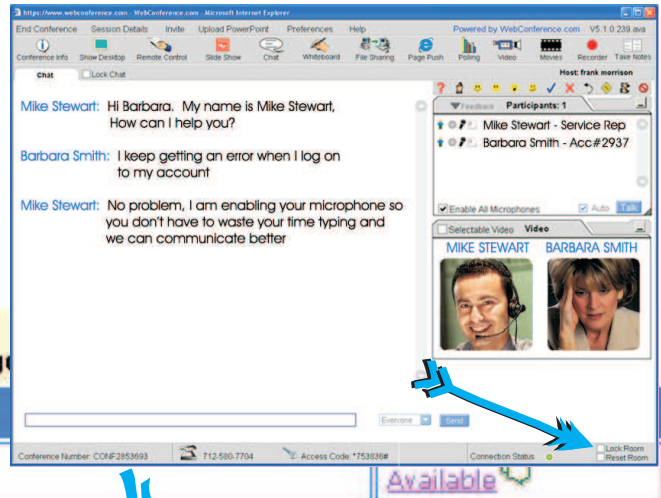
Note: This page refreshes automatically. If more agents become available, they will automatically appear on the list.



How To Provide Live Help Desk & Customer Support Right From Your Website

STEP 4: AGENTS HAVE THE OPTION OF LOCKING ROOM

In cases where agents can only work with 1 person at a time, or in case your *WebConference.com*™ is only set to 2-person, the agent has the option of temporarily locking the room. Website visitors will see the agent as "BUSY" when the room is locked and "AVAILABLE" when the room is unlocked.



Our representatives are available to help you. Please select the available agent based on the category

Agent Name	Category	Status
Rosemary	Windows XP Issues	Available
Paul	Account Login Issues	Busy
Peter	General Questions	Available
Ray	Installation Issues	Available
Mary	Billing Issues	Busy
Rod	Macintosh Issues	Available
Tim	General Questions	Available

Note: This page refreshes automatically. If more agents become available, they will automatically appear on the list.

CONCLUSION

WebConference.com™ empowers businesses with the tools necessary to provide live help desk and customer support and to fully integrate this functionality on their own websites. By leveraging *WebConference.com*™ collaboration technology and our automated Live Help system integration, businesses can increase customer satisfaction and retention. Security, simplicity and automation are key considerations and the reason thousands of business choose *WebConference.com*™ for all of their web conferencing needs.

