



Customer Experience Management. Backed by TELUS.

# TELUS LiveSales

powered by LivePerson®

## comprehensive approach to customer experience management

As a key part of our comprehensive portfolio of on-demand customer experience solutions, TELUS LiveSales helps your company understand, anticipate and respond to customers' needs in a consistent, friendly and proactive way – so that customers not only buy once, but buy often.

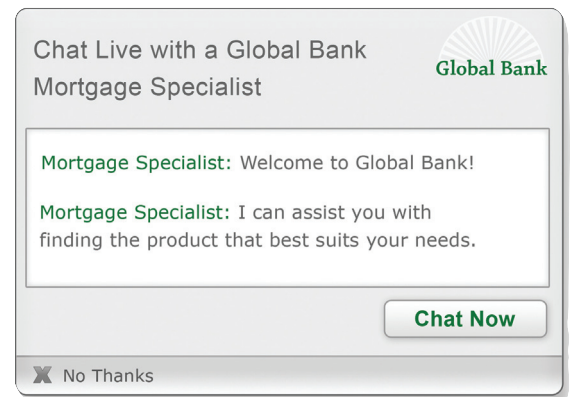
LiveSales contributes a welcome human element to the TELUS Customer Experience Management suite of applications, strategies and platforms. These integrated solutions work together to deliver higher-value, lower-cost customer experiences that help your brand earn more repeat business.

## turn online browsers into buyers by engaging them with in-store style

In the online marketplace, customers seek independent opinions, compare and go elsewhere with unparalleled speed and ease. While the anonymity afforded by the Internet gives shoppers much-craved control, it makes for an extraordinarily impersonal shopping experience – an opportunity for brands like yours to surprise browsers with a warm, personable welcome.

TELUS LiveSales flags online visitors who are likely to make a purchase, and allows you to step in at just the right moment with friendly and supportive assistance. By proactively engaging customers, you can improve conversion rates and minimize shopping cart abandonment.

- Engage site visitors in friendly, helpful conversations at critical moments of decision, or assist with problem solving or product choice
- Make it easy and convenient for browsers to click-to-chat with a live agent
- Deliver personalized content such as special promotions or tailored cross-sell offers to qualified online visitors
- With a personable, human presence threaded into the online experience, increase conversion from a ceiling of 5% (the self-serve purchase average across a variety of industries) to 25% (the purchase average of browsers reached through chat)\*
- Raise average order values by as much as 40% by recommending complementary products during chat\*
- Ensure satisfaction by using a chat solution that is rated as good or excellent by more than 85% of customers\*



\* All statistics are industry benchmarks aggregated from actual data from the LivePerson enterprise customer base.

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## TELUS LiveSales

### increase conversion rates

A permission-based technology foundation enables TELUS LiveSales to promote a proactive approach to sales. It automatically identifies top prospects with criteria such as visitor behaviour, customer profiles and purchase history. Then this innovative system either engages them while they're online for a live chat with an expert representative, or offers targeted promotions such as an upselling discount for a visitor checking out with a low-margin product.

### reduce shopping cart abandonment

By encouraging and reassuring customers before they leave your site, TELUS LiveSales helps remove obstacles or hesitations to purchasing. Provide clarification and information at just the right moment, having set business rules to trigger intervention. For instance, initiate agent chats or tailored, cross-sell promotions based on visitor behaviour, purchase history, geographic location or any criteria that comprises a prospective target.

### make it easy for agents to be consistently proactive

To ensure a balanced workload and efficient service, TELUS LiveSales distributes chat requests to agents based on skill, agent specialty and volume-routing to convert more browsers into buyers. It keeps productivity high by enabling concurrent interactions, pre-defined scripts, co-browsing and form sharing, push pages, forms, chat history and dynamic content.

### immediately measure better sales performance

Adapt your sales approach on-the-fly for improved win rates. TELUS LiveSales includes everything from overall site traffic figures to metrics on chat activity and conversion rates. Web analytics, configurable rules and comprehensive reporting tools give an accurate measure of sales performance and online marketing initiatives including keyword advertising, email campaigns, banner ads, affiliate programs and linkshares.

### work with the experts in customer experience management

TELUS knows how to make customer experience management work. We can help you turn more prospects into proficient, satisfied customers – and make satisfaction repeatable.

From consulting and implementation to support and maintenance, TELUS manages IT infrastructures and marshals resources – delivering exceptional experiences on your behalf with absolutely none of the on-site IT burden. Complementary content management and contact centre solutions, unified communications, hosting and network services make sure your entire customer-facing enterprise is equipped to grow loyalty anytime, anywhere.

CONNECT WITH US TODAY FOR YOUR BUSINESS SOLUTIONS  
Contact your TELUS Account Executive or visit [telus.com/CEM](http://telus.com/CEM).

