



CaféX Live Assist for Microsoft Dynamics 365

Personalized Omnichannel Customer Experiences



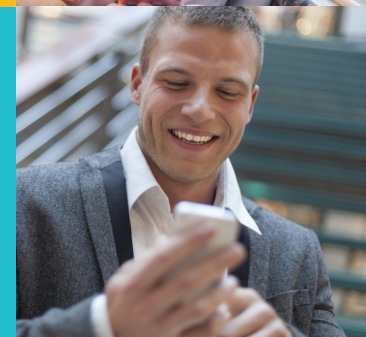
Digital is the New Starting Point

Mobile and web are the new face of business. Customers who interact within these channels increasingly expect timely, even immediate access to assistance when needed. Leading enterprises recognize the need for real-time engagement solutions that transform in-app customer support.



More Personal, Less Friction

Digital experiences oriented around customers' unique preferences are critical to current and future business success. "Ease of Doing Business" is an evaluation metric enterprises are now tracking. Eliminating points of friction, such as having to re-authenticate when transitioning between channels, is critical as enterprises work to drive up customer satisfaction, loyalty, and overall customer lifetime value.



Channel Choice with Continuity

Omnichannel approaches not only need to serve up a broad range of digital interaction options but also reduce operating costs and ensure a 360-degree view throughout customer journeys. This integrated solution for Dynamics 365 delivers an immersive customer experience for enterprises looking to gain competitive advantage.



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Proactively Engage with Chat

Embed text chat in your website and apps for quick and easy customer assistance with questions, service, and orders. Contextual customer information is provided in advance, giving agents a holistic view including past history, preferences, and purchases. Information and interactions are fully integrated into Unified Service Desk and web clients for Dynamics 365 to ensure an immersive experience.



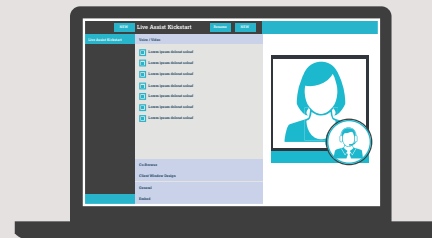
Problem Solve Faster with Co-Browse

Live Assist's award-winning co-browse technology helps improve first contact resolution for Dynamics 365. View a customer's app or browser with sensitive data hidden. Draw annotations, push files securely and fill out forms in real time to provide effective support in seconds.



Personalize Interactions with Video

Meet customers face-to-face virtually anywhere to work through complex issues and add a personal touch. CaféX's WebRTC-based software for Dynamics 365 provides one-click HD voice and video calling inside mobile apps and websites. Provide frictionless transitions between channels. Avoid browser plugins and integrate natively with iOS and Android.



VISUAL LIVE ASSISTANCE



Face-to-face and screen-to-screen collaboration with secure sharing inside mobile and web apps strengthens customer relationships. **Results: higher conversion and loyalty, improved FCR, lower call handle times.**

CLICK FOR CARE



Customers stay within your company's app to chat with or call the right expert faster without having to navigate voice prompts or re-authenticate. **Results: reduced friction, higher purchase and retention levels.**

OMNICHANNEL



Customers use their most preferred means of communication, with continuity and consistency across channels to ensure journeys remain seamless. **Results: 360 degree views, upsell and cross-sell opportunities.**

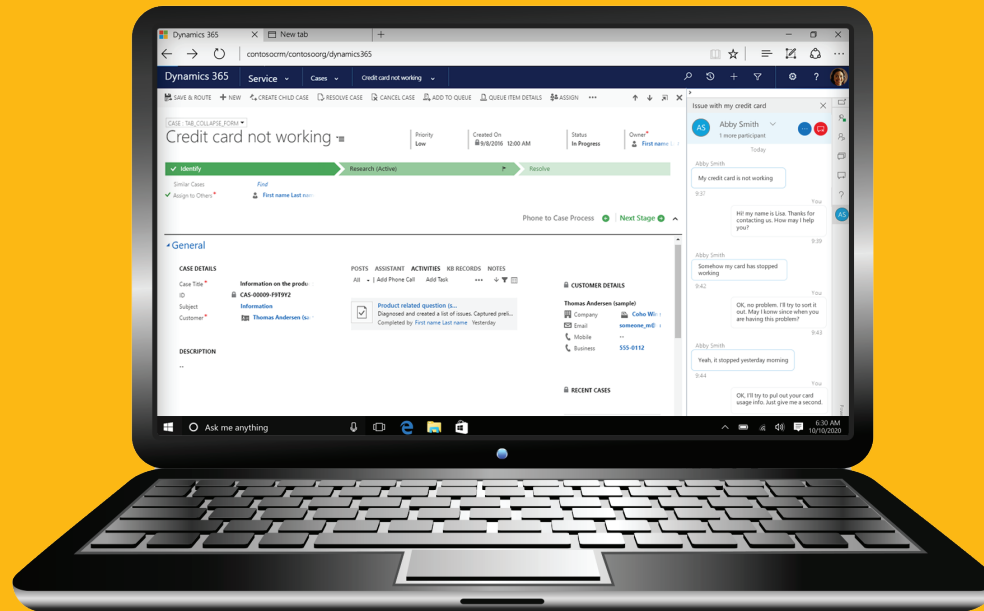
Integrated Chat & Co-Browse Experience (Web Client)

**Integrated
Co-Browse**

**Knowledge Base
Integration**

PCI & Data Masking

**Context, Skills,
Supervisor Dashboards**

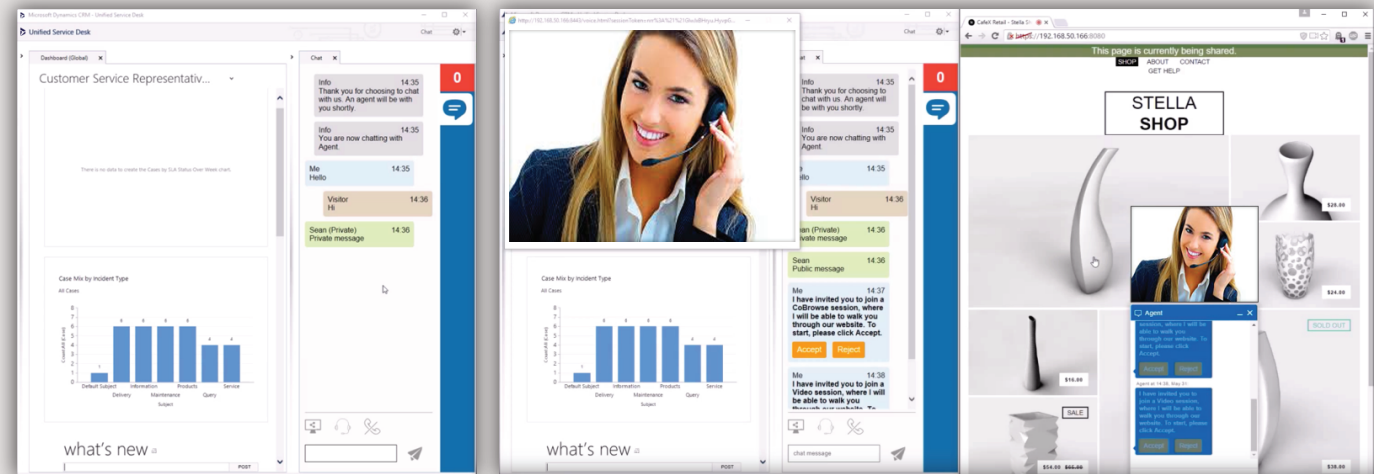


- ✓ Integrated Chat Widget into Dynamics (USD & Web)
- ✓ Single Sign-On Experience
- ✓ Web (Now) and Mobile (3Q 2017)

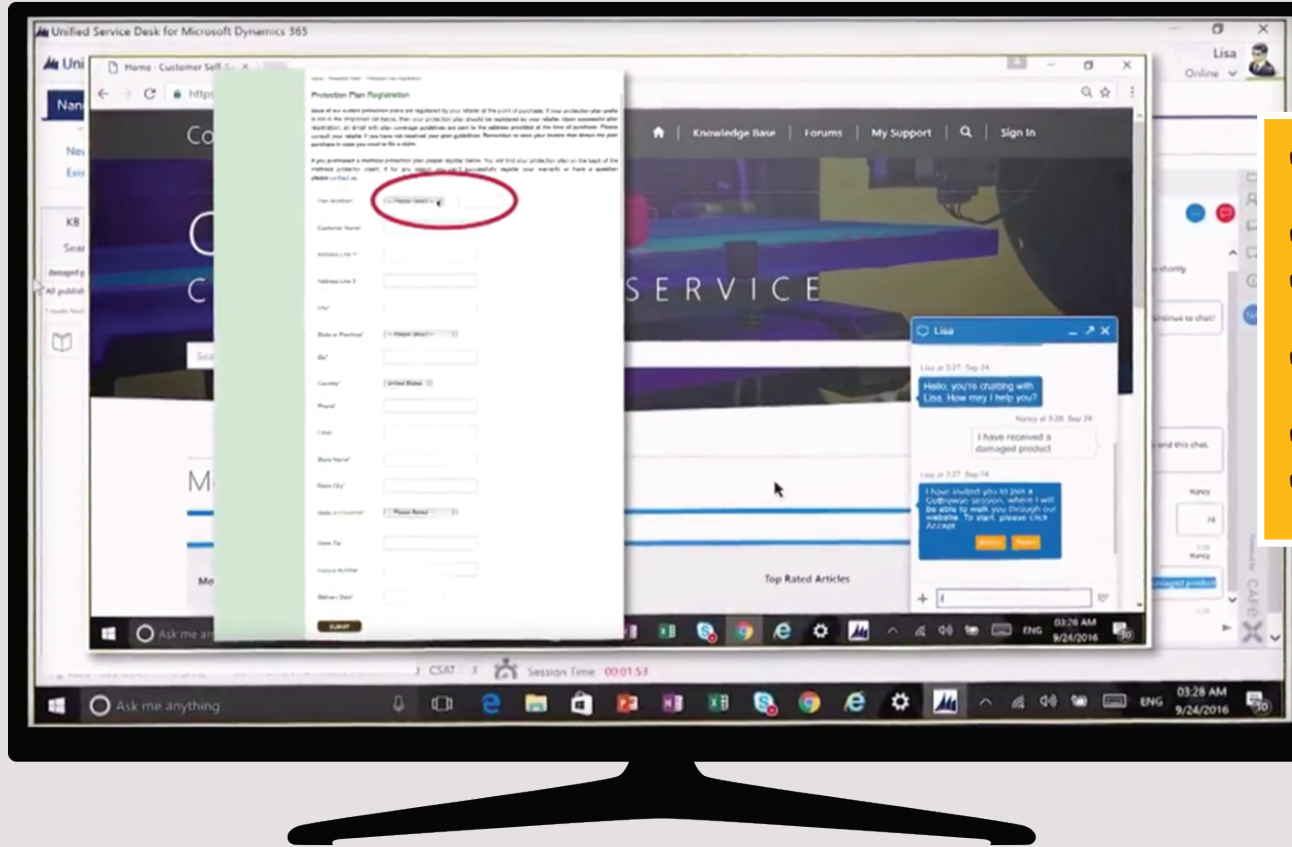
- ✓ Escalate Chat to Co-Browse (Now)
- ✓ Escalate to Voice/Video (2Q 2017)

**Integrated with CRM Portal
(Provisioning, Admin, etc.)**

**Integrated Chat,
Co-Browse, Voice & Video**



CaféX Live Assist (Co-Browse)



- ✓ Exact view of iOS, Android apps or web page
- ✓ Agent view is consistent
- ✓ Developers can mask or hide sensitive information
- ✓ Not web based DOM sharing (avoids browser formatting issues)
- ✓ Can be used without voice or video
- ✓ Can accompany PSTN call or web chat

About CaféX

CaféX makes it easier for companies to enhance live engagement within web and mobile applications. CaféX's award-winning WebRTC-based software embeds real-time collaboration within the context of business workflows to increase customer satisfaction and employee productivity.