



## Increase Online Conversion Rate through collaborative browsing

A key element of our Customer Engagement 2.0 offering, Backbase Co-browse and Chat is the ultimate in online collaboration. Today, more and more businesses are moving their processes and critical business applications to the Web. Ensuring success of the end-user on the new Web platform has become critical to their business, and collaborative tools such as Co-browse and Chat have become must-haves. Very often, end users might find themselves at loss in a complicated Website or Web application. They easily become frustrated and end up giving up and moving away. Collaborative tools, such as Co-browse and Chat, enhance customer experience and stimulate online customer interaction by hand holding the end user when necessary. Co-browse and Chat have proven to significantly increase customer satisfaction and loyalty. Co-browse is extremely easy to use with its One-Click Start button, and its Invite-to-Chat feature. It is also very easy to deploy with its cross browser support. Unlike alternative solutions, Backbase Co-browse is light weight, requires no plug-in, and is truly zero-install on the client.

### What are the key benefits of Co-browsing?

- Enhance customer experience and satisfaction by hand holding customers through the application
- Improve online application and transaction completion rates
- Prevent customers from abandoning online interactions
- Stimulate people to use your web channel more
- Increase customer satisfaction and loyalty

### What can you do with Co-browse?

- Co-navigate many types of web applications in a highly efficient way
- Interact with a customer by using the customer's Web browser to show them something or help them to fill in forms
- Allow remote participants to easily synchronize pointing, scrolling and browsing of uploaded content in their web browsers
- Push relevant pages to visitors to up-sell and cross-sell

### Who can use it and for what?

All companies can use Co-browse to help and walk non-technical web users through a Web application or Website. Our Co-browse application is used across the board from small to medium businesses all the way to Enterprise companies. There is a great fit with technical support and telesales departments where there is a need to see the end-user screen and sometimes take control of it.

### At a Glance

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One-click start

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Real time collaboration

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Chat & phone support

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Easy to use

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Secure

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Zero install

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One-step implementation

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Built-in browser support

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CRM & Call center integration

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## Learn more:

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Visit our Customer Engagement 2.0 at [www.backbase.com/engagement](http://www.backbase.com/engagement)

for related:

- Product demos
- Movies
- Screenshots
- Testimonials
- Case studies
- And more

## System requirements

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### Web Browsers:

Internet Explorer 5.5+  
 Firefox 1.5+  
 Netscape 9  
 Safari 3  
 Opera 9

### Web Servers:

Any web server on any operating system

## Contact us

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## Product Highlights:

Co-browse is a lightweight collaborative co-browsing system that can run on any browser without the need of a client-side install.

Feature	Benefit
Usage	
One-click start	Enable customers to start co-browsing with a single click
Real-Time Collaboration	Provide hands-on assistance with co-browsing and joint form-fill features. Customer and Agent can fill-out forms together, field-by-field
Chat or phone support	Make chat or phone contact available whenever visitors request it, or proactively invite them to chat / call.
End user Indicators	Highlight text and use symbols to point out fields
Simple, easy to use	Keep the interactions extremely simple and safe
Secure	Full security included for sensitive information (e.g. credit card and SSN)
Architecture	
Zero-install	Flexible and easy deployment: No pre-installation or pre-registration requirements (zero-install). No reliance on any controls, applets, plug-ins or binary executables
CRM & Call Center integration	Seamless integration with existing CRM & Call Center software packages through the XML-API
One step implementation	Simply include a link to Backbase co-browser's engine (JavaScript)
Support major browsers	Support IE, Firefox, Safari, and Opera

## How does it work?

Simply add the Co-browse engine to your website. When a user connects to your site the engine is automatically downloaded to the browser. The user is then able to request co-browsing by simply clicking a button on the Web page. The end-user can select to communicate with the company representative either with Chat or by calling on the phone. Once the communication has started the company representative can guide the end user through the Web page or through filling up a complex data entry form. Sensitive data such as SSN and credit card numbers entered by the end user can automatically be masked and hidden from the representative. The software is easy to install and requires no plug-in. The application comes with an XML API that facilitates integration with any application.

## Backbase: A Complete Customer Engagement Solution

- Manage your digital workspace with Rich Dashboard
- Increase online conversion rates with Rich Forms
- Facilitate interaction with Co-browse & Chat