

[24]7 Active Share™

Empower agents to deliver visually-rich content to customers during a call

Transform calls with digital content

[24]7 Active Share modernizes voice calls and makes it easier for customers to get things done. Give agents the ability to push interactive digital content directly to the caller's smartphone or other device, simplifying complex tasks without interrupting the call. Customers can do things like compare plans or products, review terms and conditions, or even enter payment information—easily and securely. Active Share adds a unique visual element to standard voice calls, boosting conversion rate, reducing customer effort, and decreasing average handle time (AHT).

Key Business Benefits



Increase agent efficiency

Simplifying complex tasks by turning “say” into “do” saves time, accelerates resolution, and makes calls (and agents) more productive.



Simplify compliance

Allow agents to send text-based legal notices like terms and conditions—rather than reading them. Callers can review and accept.



Elevate CX

Pushing forms and other interactive content to a caller's smartphone makes it easier for customers to get things done.



Lower costs

Voice calls are expensive—especially for complex tasks. Reducing average handle time (AHT) shortens calls and saves money.



Boost sales conversions

Help customers make informed decisions faster by sharing product images, plan comparisons, and custom recommendations.

Product Features

FEATURE NAME	FEATURE DESCRIPTION	WHY YOU NEED IT
Live-sync	Allow agents to invite callers via SMS or Email to a secure browser session in which the agent can push content and helps the caller browse through Active Cards and make choices with the agent's guidance. The technology allows an agent to co-browse and co-view only the Active Card content without taking control of any other phone session	Ensures that agents can collaborate with customers effectively while maintaining caller privacy
Active Cards	<p>The Interactive custom web apps that agents can push via SMS or Email to the caller's screen in parallel with the ongoing voice call. Active Cards are either static or dynamic in nature</p> <p>Static cards: Require agents to manually fill the information before sharing with customers. For example, product Information, terms & conditions, regulatory information, and product plan</p> <p>Dynamic Cards: Automatically populated with data from Enterprise Systems (CRM, APIs). There is minimal effort for agents to push the cards. For example, bill payment and insurance payment</p>	Easily send personalized and relevant content to the customer's device, while maintaining complete privacy
Card Designer	An easy-to-use tool that allows users to create customizable templates for content ranging from static promotional cards and offers or more dynamic cards including interactive forms and graphical product comparisons	[24]7 Active Share is customizable to meet the unique needs of your company and customers
Extend Active Cards to Digital Channels	Easily create Active Cards and re-purpose them across digital channels for virtual and human agents within the [24]7 product portfolio to ensure visibility, consistency, and alignment across channels	Build once and deploy across channels
Enterprise Data Integrations	Enables active cards to securely fetch data from the client's CRM systems to show accurate, current information to the visitor. Also enables visitor's responses to be stored in the client's systems automatically and in real-time	Increases accuracy, reliability, and speed of data transfers. Automatic data transfer avoids manual steps by agents which are error-prone
Image Sharing by Callers	Allows customers to take and share pictures during voice calls in real-time. Automatically retains a copy for records	Simplify interactions, and expand use cases and sales opportunities (e.g. insurance claims, product returns)
Reports	Active Share supports different types of reports that are accessible by leads and managers. Standard out-of-the-box reports are available for Agent Usage, Invite Metrics, Transcripts, Transaction, and Session Quality	Manage compliance and control the quality of the interactions with the reports

Give Calls a Digital Makeover

Save time and money by transforming the role of agents and empowering customers.

Increase NPS & CSAT

+10-15

points

Boost sales conversions

+10-20%

Accelerate FCR up to

+18%

Reduce AHT by

-12%

Results you can see

Productivity plus

- Simplify complex journeys including collections and recovery, legal notice compliance, claims, applications, enrollments, balance transfer, review charges, compare plans, and troubleshooting.

More productive agents

- Simplified experiences build higher trust and better rapport with customers
- Transforms agents from order-taker to problem solvers
- Boost critical KPIs such as AHT, FCR

Superior experiences

- Simplify complex transactions or multi-step interactions plan changes, place orders, manage rewards, and more—all without interrupting the call
- Empower customers to make an informed decision
- Maintains privacy and flexibility with the option to share screen and request hands-on agent help

Seamless deployment

- Easily integrates into your existing voice technology without high incremental investment, making it a smart and convenient way to add value to an existing customer service channel without driving costs.
- We research call journeys and identify segments that will benefit more from visual augmentation

Why you need it?

Digital experiences callers expect

Customers use their smartphones for just about everything. Leverage that technology and offer standout digital experiences that are quick and easy.

Future-ready

Use our call research to quickly identify call segments that could use visual enhancements – easily add new or remove use cases as you go.

Get started fast

Easily integrate [24]7 Active Share into your existing voice technology, offering immediate call improvements without driving costs.

How to Get Started

Whether you're looking to elevate voice calls or add rich interactive content to all your customer service channels, [24]7.ai has a framework to match your needs—today and tomorrow. We're the partner you can rely on to outperform your goals. Contact us today.

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai