



## [24]7 CHAT

Transforming Customer Engagement with Intent-driven Chat

Smart chat makes it simple for companies looking to extend and maximize ROI from the chat channel. [24]7 Chat combines predictive models, intelligence, and rich content to make customer chat conversations intuitive and effective.

### Artificial Intelligence Powered Chat

[24]7 Chat uses advanced predictive modeling to predict each visitor's true intent. This is a significant step up from legacy chat platforms, which use simplistic business rules. The artificial intelligence powering our models continuously learns and improves to deliver superior business outcomes over time.

### Create Incremental Revenues

[24]7 Chat is able to deliver chat assisted revenues as high as 35% of total online revenue for several of our enterprise clients, and 3X higher sales conversion compared to legacy chat platforms. We do this by using advanced predictive models to precisely identify whom to target, when to engage and what to recommend. We apply advanced analytical techniques continuously to optimize and fine tune every aspect of the chat program.

### Deliver Memorable Customer Experiences

[24]7 Chat delivers the highest CSAT and resolution rate across every channel. Because [24]7 Chat engages customers based on their predicted intent, customers get the best treatment in-the-moment based on their journey, their intent and their context.

### Realize the Digital Transformation Agenda

Only [24]7 delivers chat, fully integrated with both Virtual Agents, as well as Digital Chat agents enhanced by technology and analytics. This allows you to intelligently automate some of your interactions while enhancing those chats that connect to a human agent. Only [24]7 can continuously deliver a stream of actionable insights to drive strategic and operational improvements, such as reducing out-of-scope chats, or suggesting customer intents that can be supported through automation.

### Product Highlights

#### Easily Extend Chat to Every Channel

With [24]7 Chat, extend chat to every channel where your customers are: web, mobile, apps, messaging, Facebook, and even the IVR. Built on a common underlying platform, [24]7 Chat allows a unified customer experience and consistent journey transitions across all these channels. What's more, you can start anywhere and easily extend, delivering consistent experiences across touchpoints at minimal incremental cost.

#### Continuously Learn and Improve

**Intent-driven engagement and personalization:** The [24]7 platform uses web journey, visitor behavior and other structured and unstructured data to identify every single visitor's intent in real time. This intent forms the cornerstone of our capability to personalize interactions to identify only the visitors who will truly benefit from being offered assistance. This also allows us to identify whether a customer should be invited for a Virtual Agent interaction or a live chat. [24]7 Chat can leverage off-domain information (such as search bid data) to sharpen our visitor targeting accuracy and intent prediction, thus driving significantly higher revenues.

**Ongoing data-driven optimization:** [24]7 Chat brings advanced analytical techniques and insights from chat mining to every stage of the chat to maximize the efficiency of your chat program.

**Chat Conversation:**

- Sam: Hello I'm Sam. I will be helping you with your lens today.
- Hi there!
- Sam: Please check out the product comparison while I explain to you.
- View Comparison
- Sam: They are very similar lens, but if you are looking for a lens for your Canon camera, Canon will be compatible for your camera.

**Compare Products Window:**

Product	Model	SKU	Price
Nikon - AF Nikkor 20mm f/2.8D Wide-Angle Lens - Black	1913	8004438	ON SALE \$549.99 (SAVE \$75.00) (Reg. \$624.99)
Canon - EF 20mm f/2.8 USM Wide-Angle Lens - Black	2509A003	2469046	ON SALE \$489.99 (SAVE \$50.00) (Reg. \$539.99)

**Comparison Table:**

Product Length with Lens Closed	Nikon	Canon
Product Length with Lens Closed	1.7 inches	2.8 inches
Product Diameter	2.7 inches	3.1 inches
Brand Compatibility	Nikon	Canon
Lens Mount Compatibility	Nikon	Canon

## Make Chat Visual and More Effective Through Design

**Designed uniquely for every channel:** Every [24]7 Chat touchpoint is built with extensive human-centric studies and data-driven design inputs, to maximize chat effectiveness. This ensures that customers get a consistent, engaging and effective experience across channels and devices that reflects your brand.

**Active Cards:** [24]7 Chat extends the chat experience from mere text, by using interactive visual content (called Active Cards), which agents can push to customers within the chat UI. Active cards work across devices and consistently result in higher NPS, higher sales conversion and lower chat drop-offs.

## Enhance Contact Center Ops with Data and Insights

**More effective contact center agents:** [24]7 manages more Digital Chat Agents than any other single vendor. With [24]7 Chat you get to leverage our 15 years of experience in running contact centers, to deliver the right technology and workflows to your chat program for maximum agent effectiveness.

**Real-time agent support:** The [24]7 platform deploys advanced AI support to agents, such as predictive recommendations on what to say next in real time, based on the content of the chat.

This reduces the ramp time of new agents and allows every agent to benefit from best practices and insights.

**Advanced Agent Performance Management:** [24]7 Chat allows every single chat transcript to be mined, analyzed and scored for intent, sentiment and various other attributes. This provides a wealth of directly actionable insights to your team leads automatically, enabling them to shift their time away from data analysis to direct actions such as targeted coaching and effective staffing.

Choose superior intent-driven customer engagement today with [24]7 Chat. Dramatically improve online sales conversion, deliver engaging customer experiences, and drive true digital transformation, all at a lower cost with [24]7.ai.

*[24]7 Chat delivers significantly higher value than legacy chat platforms.*

[24]7 CHAT	VALUE
Advanced analytics	Up to +90% sales, Up to +50% NPS
Intent-driven engagement	Up to +25% revenue per chat
Deeply integrated virtual agent	Systematic digital transformation
Dynamic personalization	Up to 2X higher engagement
Rich engagement through Active Cards	Superior visitor experience
Smarter agent workspaces	+15% agent utilization and productivity
One platform, many ways to chat	Easily extend chat with minimal incremental cost
Managed service based on outcomes	Lower TCO and higher business flexibility
Digital agents	Synergy from integrated ops and technology

1. Dimension Data Global Contact Centre Benchmarking Report, 2016

**Let [24]7.ai help your organization achieve extraordinary results. Contact us today.**

 [www.247.ai](http://www.247.ai)

 [queries@247.ai](mailto:queries@247.ai)

 USA +1 855.692.9247

CA +1 866.454.0084

UK +44 0 207 836 9203

AUS +61 2 90025780

## About [24]7.ai

[24]7 is redefining customer acquisition and engagement by making consumer intent the cornerstone of digital transformation. With intent-driven engagement, companies anticipate and act on consumer intent across any channel, collapsing the time to deliver successful outcomes in the moments that matter most.

For more information visit: <http://www.247.ai>