Package Comparison Guide

Click4Assistance

Converse | Monitor | Engage

Contents

Standard, Professional or Enterprise, this document provides a detailed view of the features and functionality available within each package.

Click4Assistance

THE PACKAGES...

Standard

Low cost Live Chat & Click2Call software, providing both reactive and proactive contact channels; with visitor monitoring, automated proactive invitations and ghost text. Offering the most customisable product on the market, all buttons and windows can be branded to suit your website.

Professional

Our most popular package; used by medium sized businesses. Promotions, smartContact and File Transfer are a taste of the many additional features included. Use on multiple websites with a generous reporting suite. Speak with your own dedicated account manager offering UK based telephone support.

Enterprise

Developed for large organisations with comprehensive security and reporting needs, the Enterprise Edition offers a complete solution for communication, visitor monitoring and engagement. This package provides thorough investigation into visitor behaviour, navigation paths and preference trends as well as integration with Active Directory and 3rd Party CRM products.

How does licencing work?

Concurrent licencing means you can create as many user profiles as required and download the software to unlimited PC's. You only need to purchase licences for the number of users that will be logged in at the same time.

WHAT'S INCLUDED...		STD	PRO	ENT
Concurrent User Licence		£19.95*	**£29.95***	Custom
Multiple Websites		3	**30**	Unlimited
Unlimited Chats		✔	✔	✔

IMPORTANT EXTRAS		STD	PRO	ENT
UK Based Support	Developed, Supported and Located in the UK.	9am - 6pm Monday - Friday	**Additional email support outside normal office hours**	24/7 phone support
Help & Advice	Speak to your own dedicated account manager based in our UK offices.	Chat, Phone & Email	**Chat, Phone & Email**	Chat, Phone & Email
Branding / Customisation	100% Customisable! Brand your buttons, windows and proactives to fit seamlessly within your website.	✔	✔	✔

Monthly equivalent cost for annual agreements

✔ - included   ➕ - available as an add-on   ✖ - unavailable

The Tools

The solution includes multiple engagement tools enabling instant communication with your website visitors. Each tool allows you to create your customer 'Experience' defining which buttons and windows will be presented to the visitor, what information is gathered, how the enquiries are routed to advisors and much more. Each package includes both reactive and proactive Experiences for the available tools, additional Experiences can be purchased if required.

TOOLS		STD	PRO	ENT
Live Chat	Instant text based communication allowing your visitor to speak to your company representatives.	✔	✔	✔
Click2Call	Allow your visitor to enter their phone number to be instantly connected to your operator using the normal phone network.	✔	✔	✔
smartContact	Create and easily add fully configurable forms to your website to gather contact details from your visitors.	➕	✔	✔
Promotions	Promotions enable you to push an image in front of a visitor on your webpages to present information or special offers and redirect them to the relevant page.	➕	✔	✔
Video Chat	When you need to make eye contact, add video chat with either one or two way video feeds and voice.	➕	➕	✔
Meeting Rooms	Enable multiple participants to communicate with your staff in a group environment. Great for product launches and virtual open days.	➕	➕	✔
Visitor Activity Tracking	With real time information, watch as your visitors arrive on your website and move to different pages. Identify the location and co-browse along with them.	✔	✔	✔
- Hotspots	Hotspots allow you to highlight specific, or multiple pages within the visitor journey, for easy recognition within the dashboard, live activity or reporting areas.	➕	✔	✔
- Conversions	This tool will enable you to track onsite conversions and credit any assisting event such as the referrer or chat.	➕	➕	✔
- Prospects	Assign contact information to website visitors to ensure hot prospects are identified when arriving on your site. Contacts can be manually or automatically assigned directly from your website.	➕	➕	✔
Direct Messaging	Handle Whats App and Facebook direct messages and SMS within the Dashboard alongside chat, calls and other contact methods to create a single control centre for your text based communications.	➕	➕	✔
		3 Tools 4 Experiences	5 Tools 7 Experiences	Custom Build

✔ - *included*   ➕ - *available as an add-on*   ✘ - *unavailable*

CUSTOMISATION		STD	PRO	ENT
Dynamic Buttons	This smart button displays as online when you're available and offline when you're not - it can even hide completely when you're not available if you prefer.	✔	✔	✔
Multiple Button Designs	Upload multiple button designs to ensure a seamless fit within your website. Present different designs on appropriate pages or even make them seasonal!	✔	✔	✔
Multiple Proactive Designs	Configure different designs for chat, call and smartContact invitations or promotions.	✔	✔	✔
Customisable Windows	Add your logo and change the colour using the simple customisation feature. Or access the CSS and HTML for advanced options.	✔	✔	✔
- Visitor Details (Pre-Chat/Call/ Meeting)	Configure the window to ask for any information you wish to gather from your visitor before a chat/call or meeting starts.	✔	✔	✔
- During the Chat (Dialogue)	Present an operator's photo to personalise the experience and/ or use the promotional area to let the visitor know about your latest offers.	✔	✔	✔
- During a Video Chat	Display one or two way video feed and voice connection.	➕	➕	✔
- During a Meeting	Present a participant list to inform everyone who is in the room.	➕	➕	✔
- Feedback (Post-chat Surveys)	Ask the questions relevant to your business, fully configurable operator KPI and chat KPI surveys allow you to find out about your visitors experience. All fields can be subjected to validation.	✔	✔	✔
- Call-back (Chat/ Call Offline)	The solution doesn't stop working for you even when you're not online. Gather valuable contact details from your visitors by presenting a call back form when the offline button is clicked. The information is then emailed to you to for a follow up at your convenience and can be viewed within the dashboard and reporting modules.	✔	✔	✔
- smartContact (Data Capture)	This form can be configured to collect the contact details you require. For example: Request a demo, newsletter sign up, or info pack request.	➕	✔	✔
Google Analytics Integration	Add a small piece of code to your windows to track events in Google Analytics.	✔	✔	✔
System Emails	Customise your email templates to reflect your brand.	➕	✔	✔
SMTP Relay	Send emails from your own email address rather than noreply@click4assistance.co.uk.	➕	➕	✔

✔ - *included*   ➕ - *available as an add-on*   ✘ - *unavailable*

FEATURES		STD	PRO	ENT
The Dashboard	A cutting edge, intuitive and user friendly interface allows users to create their own unique dashboard, which can be configured to display the features and functions required, and set their own background.	✔	✔	✔
- Management Dashboard	Add User control to override operators log in and availability status and add graphs and indicators for real-time operational information.	✘	✘	✔
Alerts & Notifications	Configurable visual and audible alerts specific to individual users' preferences and the type of notification.	✔	✔	✔
Accessibility	Automatically log-in when PC is started. Automatic log-out facility ensures chats/calls are not started when operators have gone home. Configurable log-in restrictions based on time of day.	✔	✔	✔
Group Permissions	Allow or deny access to any aspect of the system based on fully configurable user types.	✔	✔	✔
Training Room	If the operator needs any help or assistance during an interaction, an 'Internal Training Room' is available to enable operators to securely and discreetly ask questions and discuss relevant issues with colleagues.	➕	✔	✔
Sandbox	A built in test page allowing testing of all tools and experiences within the solution, without the need to add the script to an external site.	✔	✔	✔
My Hub	NEW community area to leave feedback regarding the solution and receive news updates.	✔	✔	✔

✔ - *included*   ➕ - *available as an add-on*   ✘ - *unavailable*

CHAT-SPECIFIC FEATURES		STD	PRO	ENT
Secure Chats - SSL	Fully secure chats using SSL (256bit/SHA2 encryption).	✔	✔	✔
Handle Multiple Chats	Easily handle multiple chats simultaneously.	✔	✔	✔
Predefined Replies	Create a library of answers to frequently asked questions with shortcut keys for easy access.	✔	✔	✔
Agent Assist	The solution will identify words used within the visitors' message to suggest possible responses, even before the message is sent!	➕	➕	✔
Auto Navigation	Automatically redirect the visitors' browser to the required page, providing assisted navigation.	✔	✔	✔
Co-Browse	See the actual page the visitor is viewing during the chat to provide assistance and support. Especially useful during product selection, form completion and checkout.	✔	✔	✔
File Transfer	Allow operators and visitors to transfer files during the chat.	➕	✔	✔
Email Chat Transcript	The visitor can 'request an email of the transcript' at any point during the conversation, which will automatically be sent once the chat has completed. The operator has the ability to manually send the visitor an email directly via the Dashboard.	✔	✔	✔
Print Chat Transcript	The visitor can print the transcript at any point during the conversation.	✔	✔	✔
Typing Status	Both the operator and visitor can see when the other party is typing.	✔	✔	✔
Ghost Text	The operator can see what the visitor is typing before the message is sent.	✔	✔	✔
Restricted Entries	Prevent transmission of account numbers, payment details or offensive words and phrases during the chat.	✔	✔	✔
Block Visitors	Hide the chat button from undesirable IP addresses.	✔	✔	✔
Chat Categorisation	Categorise by 'Reason for chat' and 'Outcome' together with unlimited additional fully customisable categories. Select the appropriate (mandatory or optional) categories during the chat for reporting purposes.	✔	✔	✔
Operator Collaboration	Invite, Transfer and Assign operators to chats, allowing multiple operator involvement and the ability to call upon different skills and resources.	✔	✔	✔

✔ - included   ➕ - available as an add-on   ✖ - unavailable

CHAT-SPECIFIC FEATURES		STD	PRO	ENT
Advanced Routing Groups	Ensure the right operator(s) are targeted with the appropriate enquiries by defining 'Routing Groups'.	✔	✔	✔
Chat Distribution System - CDS	Prioritise which operators are alerted and allocated new chats. Automatically distribute or allow an individual to manually allocate incoming chats to the appropriate operator. Includes the ability to redirect chats to an 'out of hours' contact centre if required.	✔	✔	✔
Advanced Queuing	Ensure your button is never offline during operational hours. Allow visitor to join general or skill specific queues, they will receive your automated message at the frequency you define, and be advised of their position in the queue.	➕	✔	✔
Auto Assign Email	Automatically assign an email address for easy forwarding of the transcript when the chat ends.	➕	✔	✔
Auto Close	Set up rules to automatically close, store and categorise the chats after a defined period. Save operator time and ensure the Dashboard stays tidy and manageable during busy periods.	➕	➕	✔

MONITORING YOUR WEBSITE		STD	PRO	ENT
Real-Time Activity Monitoring	Monitor visitors on your website in real-time, watch as your visitors move from page to page. Information about each visitor is at your fingertips; why not engage with them by sending an offer of assistance using a chat invitation?	✔	✔	✔
Visitor's Geographical Location (GEO Coding)	See each visitor's actual location including the region and country, the system will even draw a map!	✔	✔	✔
Hotspots & Crucial Pages	Hotspots allow you to highlight crucial pages within your website. By allocating a hotspot to a specific page you can easily identify these important page visits when viewing tracking data.	➕	✔	✔
Conversion Tracking	Receive alerts when visitors convert on your website and credit the operator if a chat was conducted.	➕	➕	✔
Advanced History	Full insight into visitor behaviour and actions on your website.	➕	➕	✔
Prospects	Receive alerts when hot prospects visit your website, record and report on behaviour of your target audience.	➕	➕	✔

✔ - included   ➕ - available as an add-on   ✖ - unavailable

MANAGEMENT REPORTING SUITE		STD	PRO	ENT
Flexible Reporting	Reports can be viewed in HTML and printed or downloaded in PDF, CSV and Excel formats. With flexible date ranges and hourly, daily or monthly segments the data can be viewed in easy to understand graphs and tables.	Standard	Management	Advanced
Saved Reports	Save your reports within the solution for review at a later date.	⊕	✔	✔
Scheduled Reports	Ensure you are kept up to date with the latest data and information. Reports can be scheduled for automatic delivery to your email inbox.	⊕	✔	✔
API Access	Extract raw data from the Click4Assistance systems at the frequency you define, for injection into legacy systems or for your own reporting purposes.	⊕	⊕	✔
Embed Reports into 3rd- Party Systems	Any report can be embedded within your own in house systems to enable a single location for management information.	⊕	⊕	⊕
Bespoke Report Development	Commission your own reports to ensure the pertinent information is delivered to your requirements.	⊕	⊕	⊕

SECURITY		STD	PRO	ENT
Standard Security Protocols	The highest priority is given to all areas of security, with chat using 256bit SHA encryption in transit and encrypted at rest, all data is processed and stored on Click4Assistance servers within the UK at Equinix, Europe's largest and most secure data centre.	✔	✔	✔
Force Password Expiry	Ensure operators regularly change their password.	✘	✘	✔
Force Strong Password	Force password protocols in line with your organisations security policy.	✘	✘	✔
Active Directory Integration	Control access to the solution using your active directory domain.	✘	✘	✔
Client Audit	Complete audit of every activity that occurs within the solution.	✘	✘	✔

✔ - included   ⊕ - available as an add-on   ✘ - unavailable

EVERYTHING ELSE...		STD	PRO	ENT
3rd-Party Integration	Our talented developers can conduct bespoke integration with any compatible 3rd party system.	⊕	⊕	⊕
Managed Service	Monitor and improve your websites success with fully configurable feedback forms. Display a permanent Feedback button to find out about your visitors experience 24/7.	⊕	⊕	⊕
Data Mining	Query and interrogate data to provide you with valuable information for your business.	⊕	⊕	⊕
Import and Export of Data	We can import various datasets provided by your company to help save you time and money! Used in conjunction with our data mining service, we can automate delivery of data in various formats.	⊕	⊕	⊕

If you are looking for a specific functionality or feature that is not covered within this document, please contact our friendly team on 0845 123 5871 or email theteam@click4assistance.co.uk

✔ - included   ⊕ - available as an add-on   ✗ - unavailable

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