

EXP+: Engage

Sitel® Chat and Messaging Management

Meaningful digital connections that leave a lasting positive impression of your brand.

Powerful Live Digital Connections

Whether on your webpage, mobile app or social media platform, the best customer experiences (CX) are delivered through meaningful connections that leave a lasting impression on behalf of your brand. Sitel® Chat and Messaging Management delivers powerful proactive and reactive live digital conversations, bringing your brand and your customers closer together.

- **Live or Asynchronous Interactions** - Manage single or multiple concurrent conversations with ease.
- **Powerful Connections** - Optimized for non-voice communications, supporting effective digital engagement.
- **Operational Efficiency** - Deflect call volume from voice-based channels and create opportunities to benefit from lower cost geographies.



Live Chat

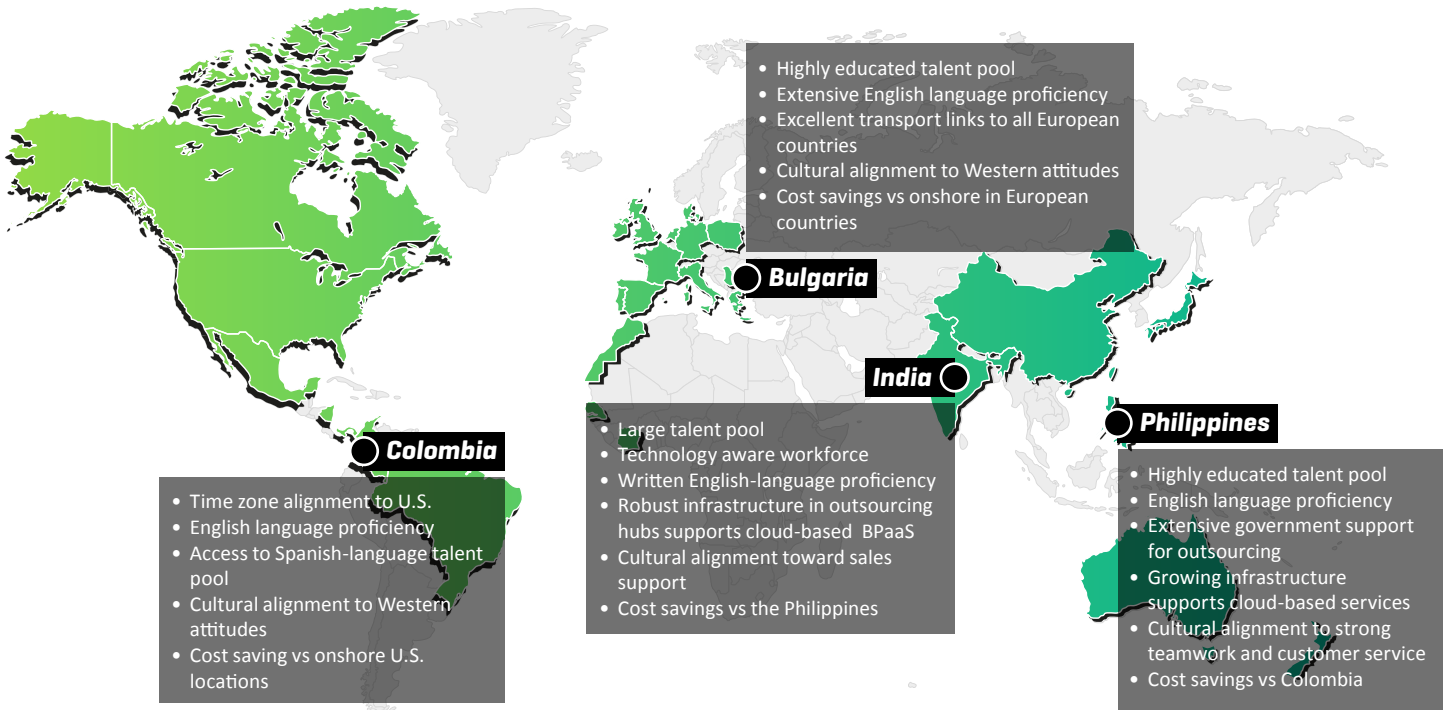
- Real-time
- Integrated into website
- Requires immediate response – customer must stay connected
- Agents must be available, concurrency 2-3 live chats
- Can be used to target customers on specific web pages, ideal for supporting online sales



Messaging

- Asynchronous
- Accessible across devices, ability to switch between devices, apps and browsers during the conversation
- Doesn't require immediate response – customer may leave and return to conversation later
- Can be accessed at any time, regardless of whether agents are available; agents manage 6-8 messaging conversations simultaneously
- Integrated into website, mobile apps and customers' preferred social channels, Facebook, WhatsApp, WeChat, etc.
- Thread of past conversation enables agent and customer to refer back, reducing effort

Centers of Excellence



Measurable Results

Drive efficiency and customer satisfaction through digital connections.



Efficiency Savings



Reduction in Call Volume



Conversations Handled by Same Number of Agents



Customer Satisfaction

Source: Sitel Group® Data, 2019-2020

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