

# Bold360: Intelligent Customer Engagement Solution

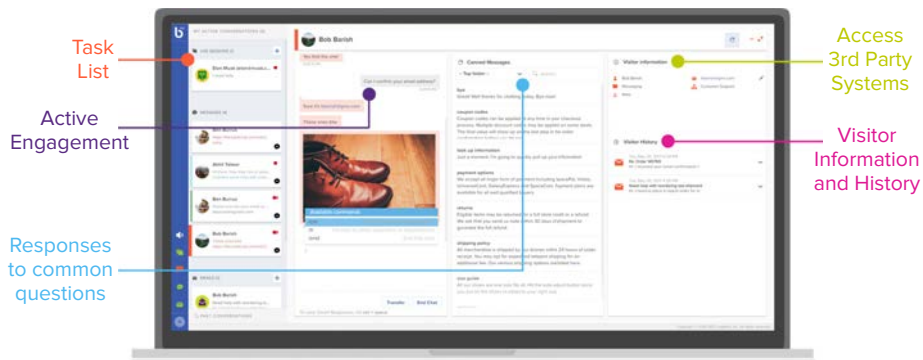
Smart phones and messaging apps have shaped how consumers engage with businesses. As a result, consumers expect every interaction to be fast, personalized and immediate. To meet these expectations, your business must collect and present to an agent all of the information about each consumer and their interactions in order to deliver an exceptional experience.

Bold360 is an intelligent customer engagement solution that provides businesses with actionable customer insights to efficiently deliver richer and more personalized interactions in real time. Bold360 provides the digital channels and tools needed to engage and support consumers as they seamlessly move across self-service and agent-assisted channels like chat, email, messaging and social, while presenting agents with the full context of those interactions through a single pane of glass.

## 360-Degree View of Your Customer

### Agent Workspace

The agent interface is designed for maximum speed and efficiency so agents can easily multi-task across interactions and get a complete view of customer history. The simple design and keyboard shortcuts make it easy for agents to engage with multiple customers simultaneously.



### DIY Integrations

Do-It-Yourself integrations allows for any service with a web interface to easily be connected to the agent workspace without writing any code. The result is more informed and efficient agents with immediate access to the most relevant customer data. Zendesk integration is available out of the box.

### Reporting

Bold360 reporting allows you to facilitate the rapid transformation of data into actionable insights. Reporting allows supervisors and administrators to use the information provided to properly staff, track agent performance, identify successful chat invitations, and measure results.

## Bold360 Highlights

- Optimizes omni-channel engagement with seamless escalation from automated interactions to a live agent while maintaining the context of the conversation.
- Provides intelligent, automated responses for routine inquiries and consumers who prefer self service.
- Agents can use real-time customer insights to personalize the experience and deliver faster resolutions.

## Omni-Channel Customer Engagement

Bold360 provides the digital channels preferred by today's mobile-first consumers and makes it possible to seamlessly move across channels while presenting agents with the full context of those interactions to quickly address customer needs. It is architected to support complex environments with multiple geographies, languages, departments, and skill groups.

### Facebook Messenger

Bold360 directly monitors and engages with consumers through the Facebook Messenger application. By integrating with Facebook, Bold360 eliminates the need for agents to toggle between systems and, through channel transparency, reduces the need for customers to repeat their question when checking the status of a request.

### Live Chat

Live chat provides personalized, proactive, and targeted engagements to website and mobile visitors. You can test multiple variations of rules and settings to build a consistent experience that both delights customers and fits the unique characteristics of your brand.

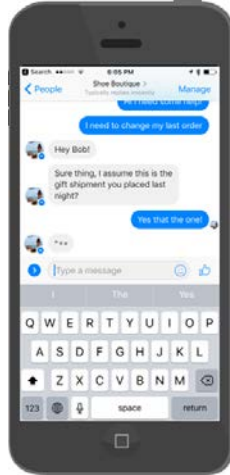
Bold360 automatically detects the mobile device and adjusts the chat window accordingly, and the layered chat window allows customers to easily switch between chatting and browsing for a superior mobile experience.

### Email

Bold360 helps manage the volume of emails by routing to the correct person/department automatically – avoiding the back-and-forth that slows down response times. By managing inbound emails and the on-going conversation, Bold360 makes it easier to meet your SLAs, hassle-free.

### Messaging

With integrated mobile messaging, you can manage inbound texts just like an email or chat. Bold360 provides you with one or more mobile phone numbers, so you can keep different inquiries (e.g. sales and support) separate. Intelligent routing, auto responses, and more help you respond to your mobile customers quickly and stay in control.



## Intelligent Automation

### Auto Answers

Auto Answers helps deflect routine inquiries by presenting consumers with the most relevant response to their question. You choose the specific topics that trigger self-service and 'turn-on' auto responses during specific time periods – such as after hours when agents are not available. The self-service tool adjusts its responses over time by asking consumers to vote on the content.

## Customer Support

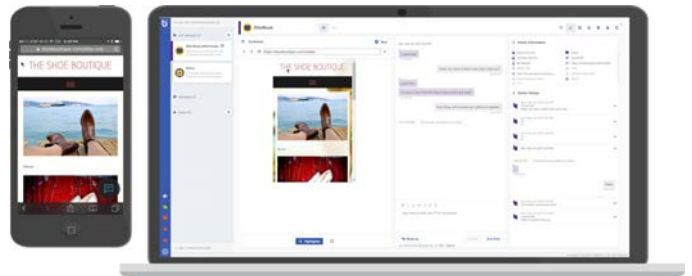
Bold360 offers a robust set of remote support tools – native to the platform – so agents have immediate access to the right tool to resolve customer issues quickly without clunky hand offs.

### File Transfer

Bold360's file transfer allows agents and customers to send and receive documents and images easily and securely without having to switch between applications or wait for an email. File transfer works seamlessly between computers and mobile devices increasing efficiency and reducing the time to resolution.

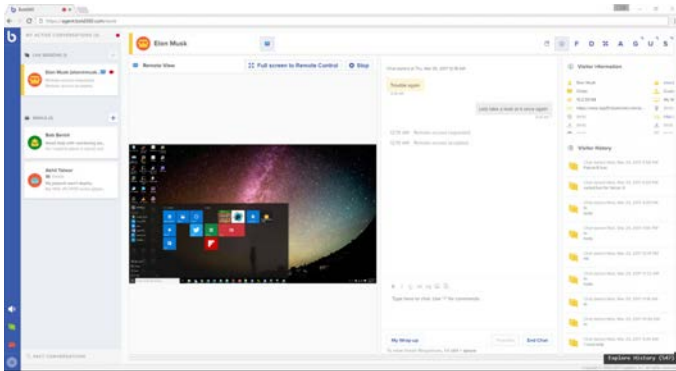
### Co-Browse

Co-browsing allows an agent to virtually guide a customer through an online purchase or complex process on your website, such as filling out a form. The application requires no downloads and securely masks sensitive customer information from the agent.



## Remote Control

Agents can instantly and securely access Windows or Mac computers. Sessions are initiated with a PIN or directly from a live chat session for ultimate simplicity and convenience. All remote support sessions can be automatically reconnected if necessary and recorded for future use.



## Reliable, Scalable, Secure

Our cloud-based infrastructure provides a highly scalable and reliable customer engagement solution for businesses all over the world. The Bold360 service is hosted in multiple carrier-grade, geographically-diverse datacenters in the US and Europe, located approximately 1,000 miles apart. Businesses can select their desired data residency region where content will be stored, hosted, and replicated. The infrastructure has been around for more than 10 years with a historically reliable service at 99.99% of uptime serving thousands of customers in more than 72 countries.



## Bold360 Starter Edition

Our Starter edition is a robust live chat offering. It includes chat features, Auto Answers, automatic distribution of interactions and reporting, as well as file transfer and co-browsing. It is designed for businesses looking to drive more conversions and increase customer satisfaction by consolidating live chat and self-service in a single Agent Workspace.

## Bold360 Plus Edition

Our Plus edition offers a single interface for omni-channel engagement and support. It brings together the communication channels most important to your business in a single pane of glass, so agents can provide a consistent and personalized experience across channels. In addition to what's included in the Starter edition, Bold360 Plus includes additional channels (Email, Facebook Messenger, Text Messaging, Video Chat), as well as remote control and access to our integrations and APIs to further enhance the customer experience.

	Starter	Plus
Live Chat (desktop & mobile)	X	X
Self-Service (Auto Answers)	X	X
Proactive Chat (manual + invitation rules engine)	X	X
Pre- and Post-Chat Surveys	X	X
Canned Messages	X	X
Visitor Monitoring	X	X
Chat Unavailable Email Form	X	X
Customization	X	X
File Transfer	X	X
Co-browsing	X	X
Reporting	X	X
Integrated Agent Workspace	X	X
Automatic Distribution	X	X
Skills-Based Routing	X	X
Dynamic Queueing	X	X
Data Obfuscation	X	X
Permission Controls	X	X
Data Residency Options	X	X
Email		X
In-App Chat (Mobile SDK)		X
Facebook Messenger		X
Text Messaging		X
Twitter*		X
Video Chat*		X
Remote Control		X
Agent Custom Wrap-Up		X
Custom Agent Status		X
Multi-Department Rollover		X
Proactive Chat Invitation Throttle		X
Chat Experiment Engine (multivariate testing)		X
Authenticated Chat		X
Single Sign-On Support		X
Data Retention Administration		X
Advanced Administration		X
Supervisor Dashboard		X
HTML Chat Window SDK		X
Salesforce Integration		X
Zendesk Integration		X
Google Analytics Integration		X
Auto Translation (Lionbridge Integration)		X
Code-Free Integrations		X
Integration API		X
Data Extraction API		X
Workflow API		X
Provisioning API		X

*\*requires a separate agent interface*

Bold360 is an intelligent customer engagement solution that provides businesses with actionable customer insights to efficiently deliver richer and more personalized experiences in real time. Bold360 provides the digital channels and tools needed to engage and support consumers as they seamlessly move across self-service and agent-assisted channels like chat, email, messaging and social, while presenting agents with the full context of those interactions through a single pane of glass. Bold360 improves contact center efficiencies and delivers better customer experiences that build loyalty, advocacy and grow share of wallet. Learn more at [bold360.com](https://bold360.com).