

Mobile: The Core of Digital Engagement

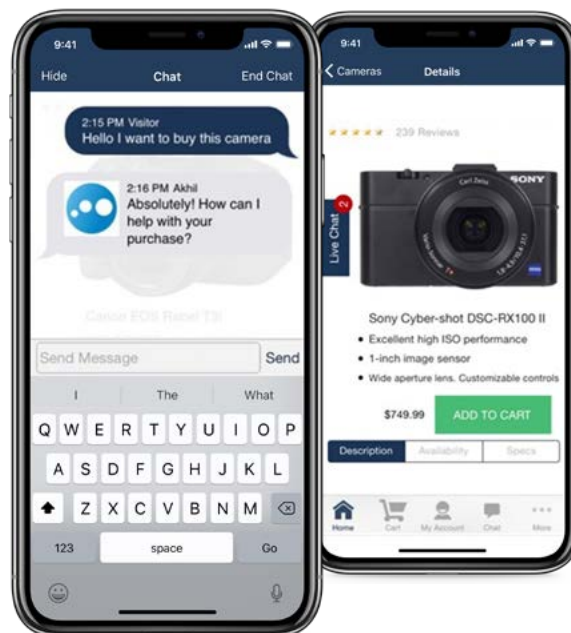
Mobile Engagement & SDK

A few years ago, delivering an optimized digital experience was much simpler. Businesses with a website, a mobile app, and a mobile-enabled website were ahead of the pack. But today's customers use a wide variety of digital channels to engage with businesses, and they expect the experience across those channels to be interconnected and seamless.

This shift toward omni-channel engagement re-prioritizes mobile devices, as they are the core of an interconnected digital experience. Customers are replacing desktop browsing with messaging, chatbots, and video calls – all from their mobile device. That's why we design all of our features with a "mobile first" approach, optimizing for mobile before adding other touchpoints.

Bold360's mobile Software Development Kit (SDK) enables businesses to embed chat in their native iOS and Android applications, creating a seamless engagement experience for their customers. The elegantly designed in-app chat interface can be fully customized and easily deployed with minimal code.

We understand that the chat window is an interactive extension of your brand and needs to function flawlessly. That's why Bold360's in-app deployment has four key features that optimize the mobile experience for both customers and support agents: mobile-aware windows, mobile chat invitations, layered chat, and mobile reporting.



Why Mobile?

- Boost conversion rates by engaging customers while they shop from any device
- Enable a frictionless experience on the device used most for today's digital engagements
- Promote your brand with our customizable SDK

“By the end of 2020, smartphones will be in the pockets of 91% of global consumers.”

FORRESTER, “Build Mobile Experiences That Drive Engagement,” June 20, 2017



Mobile-Aware Chat Windows

Our chat windows are mobile-aware, meaning they automatically detect and adjust if the customer is on a mobile device. Several adjustments are made in order to ensure a clean and pleasant chat experience, even when the device is rotated; Chat messages are kept at the bottom of the chat window even when a virtual keyboard slides up, font sizes change if necessary, scrolling becomes automatic, and using the “enter” button behaves like a “send” action in the chat window.

Mobile Chat Invitations

Bold360 enables businesses to create a unique set of proactive chat invitations tailored for mobile customers. Our SDK includes specially designed invitations that render beautifully on mobile devices to optimize for the on-the-go customer. Businesses have complete control over the design elements of the invitations and can also design their own.

Mobile Reporting

Bold360’s intuitive reporting turns raw data into useful information you can use to improve customer engagement and support. Our mobile reporting feature sifts data from mobile engagements, so you can uncover robust information about how this channel performs compared to other channels.

Layered Chat

The most seamless mobile customer experience can be achieved with Bold360’s layered chat technology, which superimposes the conversation directly onto the webpage with a semi-transparent window. During the conversation, the customer can minimize the chat with a tap, swipe, or via a menu selection. When minimized, the chat is encapsulated in a small icon which visually indicates when an agent has sent a message. The chat icon stays with the customer, even if they move to a different website page. And businesses can modify colors and text, change transparency settings, and customize iconography.

