

LIVEPERSON CORPORATE CHAT

CoBrowse



Implementation Guidelines

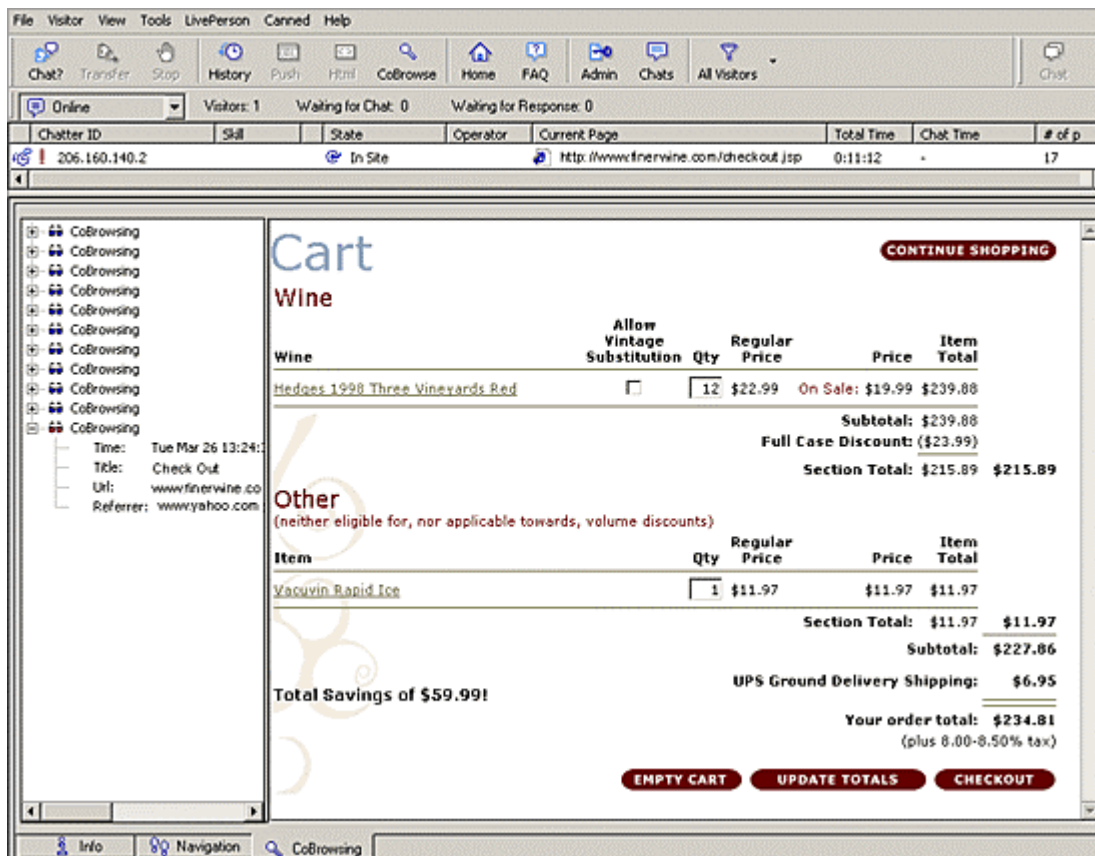
Overview

With the CoBrowse feature, you can view your Website through the eyes of your customers. See customers searching for products, adding items to their shopping cart, progressing through the check out process. The CoBrowse feature works with all static and dynamic pages - Shopping Carts, Loan Configurators, Search Results, etc.

CoBrowse is easy and quick to implement and is available with LivePerson Pro as well as with LivePerson Corporate. To enable CoBrowsing, simply add the LivePerson CoBrowsing tags onto your pages. (see *'Implementing CoBrowsing'* section). Whenever a visitor to your site is viewing a CoBrowsing enabled page, the CoBrowse button in the tool bar will be highlighted. A click on this button will open an additional view with a snap shot, showing you the screen exactly as viewed by your visitor in real time.

EXAMPLE: Shopping Cart

The CoBrowse feature enables you to see the content of your visitor's Shopping Cart (or any other web page) in real time. You can use this to get great insight about your customers to up sell, cross sell and offer them specials.



The screenshot displays the LivePerson CoBrowse interface. The top toolbar includes buttons for Chat, Transfer, Stop, History, Push, HTML, CoBrowse (highlighted), Home, FAQ, Admin, Chats, and All Visitors. Below the toolbar, a status bar shows 'Visitors: 1', 'Waiting for Chat: 0', and 'Waiting for Response: 0'. A table lists visitor details, including Chatter ID (206.160.140.2), Skill, State, Operator, Current Page (http://www.finerwine.com/checkout.jsp), Total Time (0:11:12), Chat Time, and # of p (17).

The main content area shows a shopping cart for 'Wine' and 'Other' items. The 'Wine' section includes a table with columns: Wine, Allow Vintage Substitution, Qty, Regular Price, Price, and Item Total. The table lists 'Hedges 1998 Three Vineyards Red' with a quantity of 12, a regular price of \$22.99, a sale price of \$19.99, and an item total of \$239.00. The subtotal for the wine section is \$239.00, and the full case discount is (\$23.99), resulting in a section total of \$215.89.

The 'Other' section includes a table with columns: Item, Qty, Regular Price, Price, and Item Total. The table lists 'Vacuvin Rapid Ice' with a quantity of 1, a regular price of \$11.97, and an item total of \$11.97. The subtotal for the other section is \$11.97, and the UPS Ground Delivery Shipping is \$6.95, resulting in a section total of \$11.97.

The total savings is \$59.99. The final order total is \$234.81 (plus 8.00-8.50% tax). Buttons for 'EMPTY CART', 'UPDATE TOTALS', and 'CHECKOUT' are visible at the bottom.

Implementing CoBrowse

The CoBrowse Tag

The following Tag is used to set up CoBrowse. The tag should be embedded on the Web page right before the LivePerson monitor tag. The monitor tag must be embedded on the web page in order for CoBrowse to work.

```
<script>
var lpOperatorViewable="true";
var lpOperatorPageType= "CoBrowse" ;
</script>
<!-- BEGIN HumanTag Monitor. -->
<script language='javascript'
src='http://server.iad.liveperson.net/hc/12345678/x.js?cmd=file&file=chatScript3&site=1234567&category=en;woman;2'>
</script>
<!-- END HumanTag Monitor. -->
```

View the CoBrowse pages

To display the CoBrowse pages in the operator user interface, select the visitor and click on the CoBrowse button in the top menu or right click and select CoBrowse.

Enabling or Disabling CoBrowse

With LivePerson Corporate, the administrator can enable or disable the cobrowsing feature at the operator group level by using the Permission Group Properties page.

Note

You can change the name of the tab label in the operator user interface. For example: `varlp OperatorPageType= "Shopping Cart View";` Will display "Shopping Cart View" on the tab label. If you are using Custom Variable Tags, you can simply add the CoBrowse variables to the other custom variables.