



Here&Now

Improves Your Portal & Contact Center Efficiency

A company's web site has become the most essential tool for customers to obtain key information to address their needs. As a result, companies have devoted special attention to improve this approach by allowing better access to information such as ordering, purchasing, and private account management.

By leveraging real-time online sessions with customer support or with a company agent, **Here&Now** improves overall customer satisfaction and reduces web site abandonment.

The innovative "**Auto Suggest**" feature assists the customers to navigate their calls to the most appropriate department and saves them from the IVR hassle.

Here&Now is an enterprise-level solution designed to offer personalized and optimized cross-channel sales and support to consumers.

Here&Now

Parallel Communications' **Here&Now** offering is the ultimate solution for enterprises that want their customers to be able to call from anywhere for free via their web portal.

Here&Now does not require any additional installation or pre registering by the customer. Simply click and talk.

Here&Now uses Parallel Communications' ultra light bandwidth technology which means that a customer's connection speed will never impair the voice quality.

Here&Now can hook up with any CRM system (e.g., Oracle, Microsoft, Salesforce.com, etc.). A CTI integration module is available for connecting call center systems together with a CRM to achieve automatic Pop-up's of customer's information on an agent's screen.



Features and advantages

Free calls from web page - allows free VoIP calls from anywhere to the enterprise calling center.

Co-browse - designed for remote support services.

Page push - helps the agent to direct the customer to a specific web page or PDF link from a pre-approved "white-list".

Call center capabilities - build in IVR and call routing systems.

Call back service - enables users who wish to receive calls to their mobile phone or land line to type their number and the **Here&Now** system will route calls to them from enterprise server.

Direct call routing - "Auto Suggest" system offers a full directory/look-up system that helps customers find the right department to address their needs.

How it works?

The company places a "Call Us Now" icon on its web page. When the icon is clicked, an automated process begins and creates a direct VoIP call to the Contact Center telephony bridge (IVR or CTI). From this bridge, the call is routed as if it was coming in from the PSTN or from the mobile network. The user experience is the same as if he were calling using traditional telephony.

From the agent side, all the call flow will be kept and routed as usual.

As shown in the diagram, when a customer wants to contact an agent, he clicks the "Call Us Now" icon and immediately is connected with the operator by a direct VoIP call. The call will be forwarded to the call queue system and routed to any available agent.

