



INFINITIUM
E-PULSE

Infinitium ePulse is a fully customizable Live Customer Interaction Service Suite designed to fulfil online customer needs in real-time, effortlessly and affordably with the extra human-interaction bond.

With ePulse, customers can contact your Service Agents (SA) at any point during their visit without having to leave the website, allowing you to provide help with product or account questions, address customer support problems or assist the customer through the critical points of the buying process.

- ❖ **Take your online sales to the next level** - Equipped with eCustomer Relationship Management (eCRM) technology enabling you to attend to your customer enquiries instantaneously. Increase your opportunity to up-sell, cross-sell and close more sales.
- ❖ **Understand your customers** - Gather your customer's buying behaviour by tracking their web usage within your site. Transform your site into a prosperous and effective e-business.
- ❖ **Provide 24/7 assistance affordably** - Forget costly conventional communication methods such as phone, fax and mails. Get in touch with customers at virtually no cost in real-time!
- ❖ **Service areas for targeted support** - ePulse can be customised to cater several service areas within your website, allowing your customers to select the department they wish to interact with for targeted support.
- ❖ **Enhance your customers' shopping experience** - ePulse will record your customer's navigation behaviour, enabling your SAs to gain sufficient information and understanding before the chat interaction begins. You can even initiate chat sessions, push targeted web page, pdf documents and images to customers!
- ❖ **Real humans, no geographical boundaries** - ePulse can be launched from anywhere around the world, all you need is a web browser and the authentication details. In other words, you can assist your customer even when you are not in the office around the clock!
- ❖ **Easy to deploy** - Designed to run on any platform from Linux or Windows, ePulse is an add-on solution which can be integrated quickly and easily into any websites.

ePulse will bring your website to Live!

ePulse Live Customer Interaction Suite - Features list:

Visitors Module

Chat Button and Service Status Automation

- Chat buttons are customizable to suit your website and branding image.
- Automated Online/Offline status buttons will display your SA's availability in the system.

Pre-Chat and Leave a Message Wizard

- Pre-Chat is a fully customizable pop-up window wizard for customers to enter basic information like name and service areas to provide SAs with better targeted support.
- Leave a Message is a fully customizable wizard allowing customers to send messages to designated SAs when the system is on Offline status mode.

Service Agent Console

Real-time chat routing and chat transfer

- Each chat session can be routed according to service areas for targeted support.
- SAs can transfer chat sessions from one SA to another in real-time.

ProActive Chat Initialization

- This powerful tool allows SAs to launch a chat request window on your customer's computer screen.

Push WebPages

- Enable your SA's to push / send product image, product information URLs and even pdf documents to your customers.

Communication Engine

Real-time communication with typing status notification

- Real-time communication between SAs and your customers within a fully integrated chat window in your website.
- Typing status notification will keep both parties more focused and alert for incoming messages. Customers can also enable or disable conversation sound alerts for incoming messages, requests or commands.

Preset Commands and Messages with Multiple Call Requests

- Preset standard commands and messages can be shared across all SAs to save time and ensure accuracy of information.
- SAs can increase efficiency and productivity with the ability to handle more than one call request at a time.

Secure Agent-to-Agent communication tool

- Increase your SA's efficiency and productivity by enabling free flow of communication between SAs within your organisation. All communications are protected within a secured network.

Email Signature

- Allow fast access to your SAs by adding chat buttons to each SA's e-mail signatures.

Tracking Module

Visitor Data Tracking

- Track all customers' information such as visitor's computer, operating systems, browser and internet cookies history.

Advertisement Banner Tracking

- Enable organizations to launch pay-per-click campaigns. This feature also comes with a click stream analysis function enabling you to keep track of useful links and information.

Visitor Referral URL Tracking

- Track your customer's referral URL prior to visiting your website to understand your web traffic generations.

Administration Module

Monitoring console

- ePulse administrators can monitor all SA's activities and call requests at the same time.

Assign Service Agents to Multiple Service Areas

- Administrator has the ability to assign a single SA to multiple service areas or departments to maximize performance and efficiency.

Agent Online/Offline Status Control Monitor

- Administrator can track and view all SA's availability status.

Information Library

Auto save Conversation Transcripts with Search Engine capabilities

- All conversations engaged in the system will be automatically saved into the database; saved transcripts are accessible by all authorized SAs.
- Transcript history will assist SAs to follow-up on returning customer's enquiries for a more personalised customer service experience.
- Search engine allow your SAs to search for transcripts based on different variables/keyword.

FAQ Knowledge Library Integration

- This feature integrates ePulse with your website's FAQs. Customers will be able to access and search for relevant information within your FAQs page when your SAs are unavailable.

Email Transcripts

- After each conversation, customers and SAs have the ability to send email to each party via the system for future reference. All email transcripts transacted within the system will be recorded in the library.

Survey

- Surveys can be used at the end of each ePulse session to ensure customer satisfaction or to rate your SA's customer service level.

Reporting and Statistics Generation Module

Communication Report

- Communication reports are generated at the end of each chat session. Saved transcripts will list all important information within the chat session like SA's name and department, date and time of chat session, etc. Statistics will display the number of chat sessions accepted, rejected and unattended on a daily, monthly or yearly basis.

Banner Advertisement Click Stream Analysis Report

- Report shows all logs and click stream analysis from the banner advertisement tracking feature.

Visitor Traffic Report

- Monitor your website traffic to know exactly how many customers are on your site, where they came from, pages they viewed , etc.

Service Agent Rating System

- View the performance of each SA by allowing yours customers to rate SA's service level at the end of each chat session.

Minimum System Requirements

Hardware

- Pentium III 1GHz Class Server or equivalent server
- 256GB RAM or above
- 20GB HDD

Software

- Operating System:- Solaris/ Linux/ Windows (or any OS supporting Sun JVM 1.4)
- Database:- MS-SQL Server 7.0
- Application/Web Server:- Apache Web Server 1.3
- Browser:- Internet Explorer 5.0 and above or equivalent