Ultimate Guide to
CoBrowsing

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Standing Out in Today's Business Landscape

It's no secret that the customer experience is becoming a more important topic inside the headquarters of large enterprises worldwide. While it used to be enough to compete solely on price, today's consumer demands more. The heightened expectations of the customer have created a business landscape where experience often trumps cost, and product differentiation is tied more closely to innovation and decreased customer effort.

So, how are companies reshaping their customer experience and how are they not only meeting, but exceeding their expectations?

The most innovative companies today are surprisingly quick to leverage new technologies to make online buying and servicing more customer-centric and, in doing so, are able to stand apart from their competition. While adding technologies like live chat to their websites was a positive step in the right direction, chat as a channel is becoming the norm. CoBrowsing, on the other hand, provides new life to chat (Chat 2.0), creating the high-touch, deep level of engagement needed to truly stand out. Guiding a customer through an application, or digitally walking them through account changes with CoBrowsing creates a lasting impression at critical moments of the customer journey.

What is CoBrowsing

CoBrowsing (or Co-Browsing) is short for collaborative browsing and refers to a method of screen sharing characterized by the simultaneous browsing of a single webpage by two or more individuals in real-time. To avoid confusion, many CoBrowsing solutions label the cursors to identify each member of the CoBrowsing session.
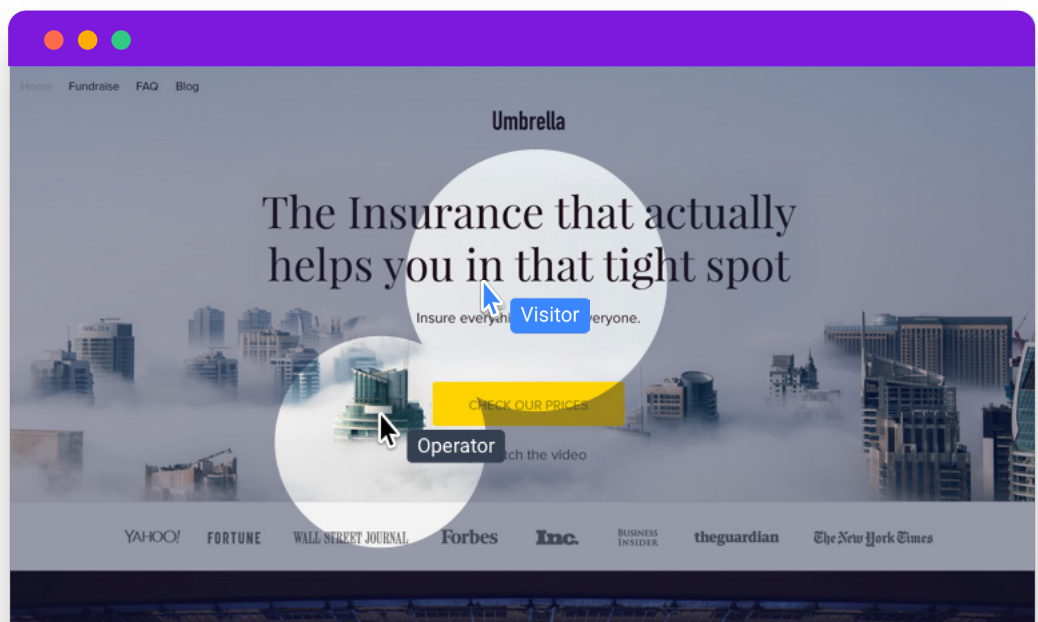
While there are numerous use cases for CoBrowsing, one popular example is for times when a customer is trying to locate a resource within a website. Without technology to CoBrowse, company agents typically have to rely on memory and verbally direct a customer to specific areas of the website (which becomes increasingly difficult as product and marketing teams continue to spin up A/B tests and optimize and personalize their sites).

> One popular use case for CoBrowsing is to guide customers to difficult to find resources within a website.

With CoBrowse technology, an agent can simply show the customer where to navigate.

According to Forrester, CoBrowsing falls under the category of Visual Engagement solutions. Whether on its own, or coupled with other mediums of visual engagement, like video chat, CoBrowsing provides rich visual context, which creates a deeper level of engagement and more successful online sales and support conversations.

Evolution of cobrowsing

Although CoBrowsing is still considered to be in its infancy, its roots can be traced back to screen sharing technology. In fact, early CoBrowsing solutions more closely resembled the one-way experience of screen sharing than the two-way collaboration we offer today. For one, what was considered "CoBrowsing" a few years ago was predominantly java-based and required a software download and installation for all participants wanting to browse together. Additionally, the speed at which participants could CoBrowse together was extremely slow, as solutions were bandwidth-intensive. Early CoBrowse solutions were also lacking on the security front, making adoption in the corporate sector almost non-existent.

The CoBrowsing we offer today, is a seamless, zero download experience made possible by advancements in browser technology.

Early CoBrowsing was essentially nothing more than screenshots being sent back and forth between two web browsers. The CoBrowsing we offer today, is a seamless, zero download experience made possible by advancements in browser technology. The use of DOM-based technology made it possible for speeds to increase tremendously, for a nearly real-time shared browsing experience between two people.

These changes also led to increased adoption of CoBrowsing technology by businesses seeking ways to decrease average handle time (AHT) and improve customer satisfaction (CSAT) in customer support. Moreover, innovative organizations began to experiment with CoBrowsing as a tool to increase online sales and conversions.

To meet these expectations, companies have to evolve the way they support their customers.

Why You Should Include CoBrowsing in Your Online Offering

There is no question that CoBrowsing technology creates a better customer experience by enabling a company to get right to the issue at hand without giving the customer the run-around as the agent attempts to get on the same page. Because customer expectations are so high nowadays, even the slightest inconvenience can mean the difference between a customer buying from you or your competition.

In a recent survey by Accenture, they found the following:

73%
of consumers expect customer service to be easier and more convenient

73% of consumers expect customer service to be easier and more convenient. Customers are on-the-go and expect a seamless experience, not one that requires an afternoon in front of a computer or a two-hour phone call. They also don't want to get lost in a state of confusion when searching a website for a product or information. CoBrowsing provides real-time visibility into customer experience pitfalls, remedied by human interaction and quick resolutions.

61%
of consumers expect service to be faster

61% of consumers expect service to be faster
CoBrowsing provides your agents with real-time visual context that can be used to "see" customer issues immediately. Knowing what the problem is immediately, allows agents to "show & tell" customers how to properly resolve the issue much more quickly than they could if they were relying on legacy communication channels like the telephone.

8

83%

of consumers who switched to new providers said that better live or in-person customer service would have impacted their decision

83% of consumers who switched to new providers said that better live or in-person customer service would have impacted their decision. This proves that CoBrowsing is not just a novelty, but has meaningful impacts to the experiences that influence a buyer's decision, including decreased customer effort and increased customer satisfaction. Especially when combined with business logic and video or audio chat, CoBrowsing creates deeper levels of engagement comparable to an in-person customer experience. This allows companies to better retain their existing customers, while attracting new customers from competitors.

While some companies still struggle to bring the in-person customer experience online, Glia enables many of the world's top organizations to create high-touch, human interactions in a seamless, secure, and scalable manner.
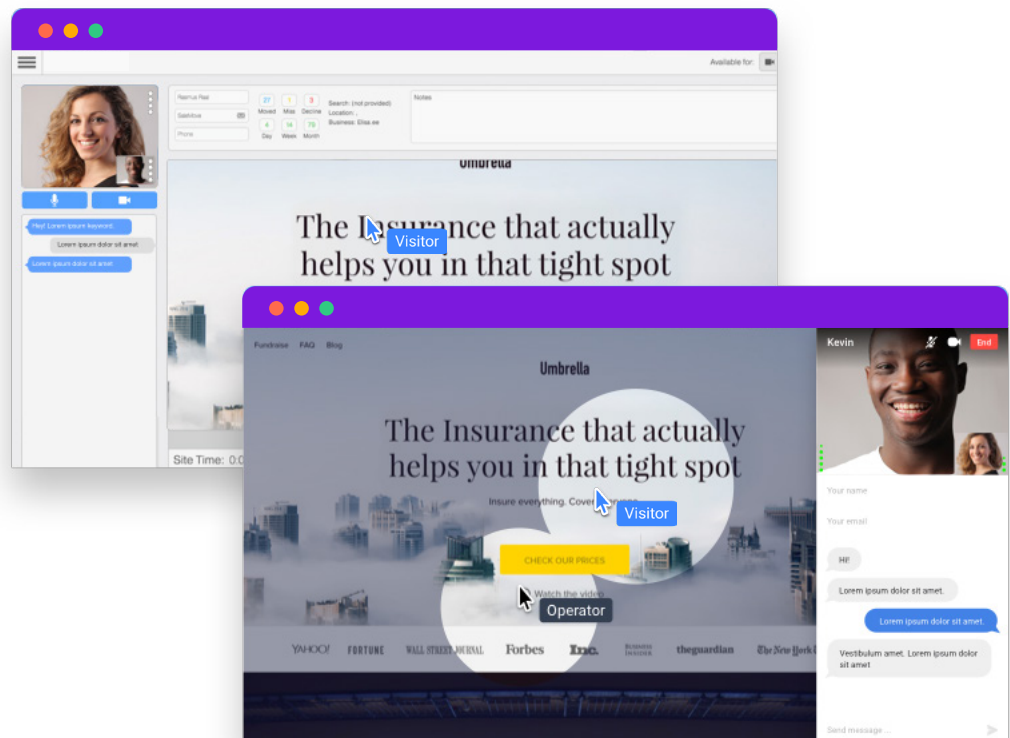
Questions to Ask When Choosing a CoBrowsing Solution

Now that you recognize the importance of including CoBrowsing in your digital offering, it is important to have a firm understanding of the various solutions available and their unique feature sets. During the evaluation phase you should raise the following questions:

Where can CoBrowsing be accessed and should it be a standalone tool?

Ease of access, standalone tool?

While CoBrowsing can offer helpful visual context as a standalone tool, its benefits are limited. When CoBrowsing is implemented as an add-on, the communication and navigation experiences between a customer and support agent are disjointed. To reap the benefits of CoBrowsing, it should be integrated with one or more communication channels as part of a full customer engagement platform. Offering both communication and CoBrowsing in a single platform creates a more seamless experience for your customers and decreases the likelihood of channel switching.

How easy is it to install the CoBrowsing solution?

Ease of installation?

When discussing installation, there are actually two sides of the equation, first, the installation experience, for you as an organization, and the installation experience for the customer (since that's a requirement of many CoBrowsing solutions).

Leading solutions require minimal effort for a company to implement, in some cases, only requiring a company to place a simple line of script on their website (similar to implementing Google Analytics). Another important

consideration is whether or not the CoBrowsing solution can easily be integrated directly into existing technology such as a CRM or analytics solution. This minimizes training required as agents can continue working within the same windows and interfaces they're already comfortable with. For example, Glia CoBrowsing seamlessly integrates with hundreds of technology solutions, including Salesforce and Microsoft Dynamics.

The second piece (which is often forgotten), is the end customer's installation experience. We are, after all, interested in deploying a CoBrowsing solution for the benefits it offers to our customer experience. Requiring customers to download anything to begin a CoBrowsing session creates friction; therefore, the best CoBrowsing solutions require no downloads or installation. Choose a solution that works seamlessly across a variety of browsers, devices, and operating systems to account for your customer's browsing preferences and behavior.

Does the solution offer Live Observation?

Live observation?

The most complete and forward-thinking CoBrowsing solutions offer not only the ability to CoBrowse, but also the ability to observe active website visitors in real-time. Live Observation capabilities create immediate visual context, allowing for faster resolution of customer issues. Additionally, Live Observation creates a natural progression to CoBrowsing. Our data shows that agents who leverage Live Observation are 3x more likely to leverage CoBrowsing.

It's possible to maintain high levels of security with Live Observation and CoBrowsing because they are enabled on a site-by-site basis, not across the entire web or a customer's device.

Does the solution offer Dual-Cursor Control?

**Dual-Cursor
Control?**

With multiple participants in a browsing session, it is important to clearly delineate one person from another. That is why leading CoBrowsing solutions offer labeled dual-cursor experiences. Both customer and agent cursors are visible on-screen, and each has the ability to click, scroll, and type. Dual-cursor control is the only way to create a truly collaborative browsing session.

Getting More Out of CoBrowsing

While CoBrowsing provides real-time visual context that can be leveraged to provide a highly-personal company to customer interaction, the true value of CoBrowsing shines when coupled with other communication solutions, such as live Chat, through text, audio or video. The ability for company agents to not only show, but also tell, has enabled companies to achieve amazing growth in online sales and drastic improvement in customer support.

Companies that incorporate CoBrowsing into all of their communication channels have seen even better results - creating a near-perfect digital-first solution that allows them to uniquely position themselves as a true customer-centric organization. According to a study by Aberdeen, "Companies with extremely strong digital-first customer engagement retain, on average, 89% of their customers, compared to 33% for companies with weak digital-first customer engagement."

Determining your CoBrowsing and channel mix depends on a variety of factors, including customer preference and complexity of the issue being dealt with.
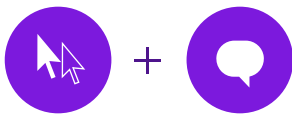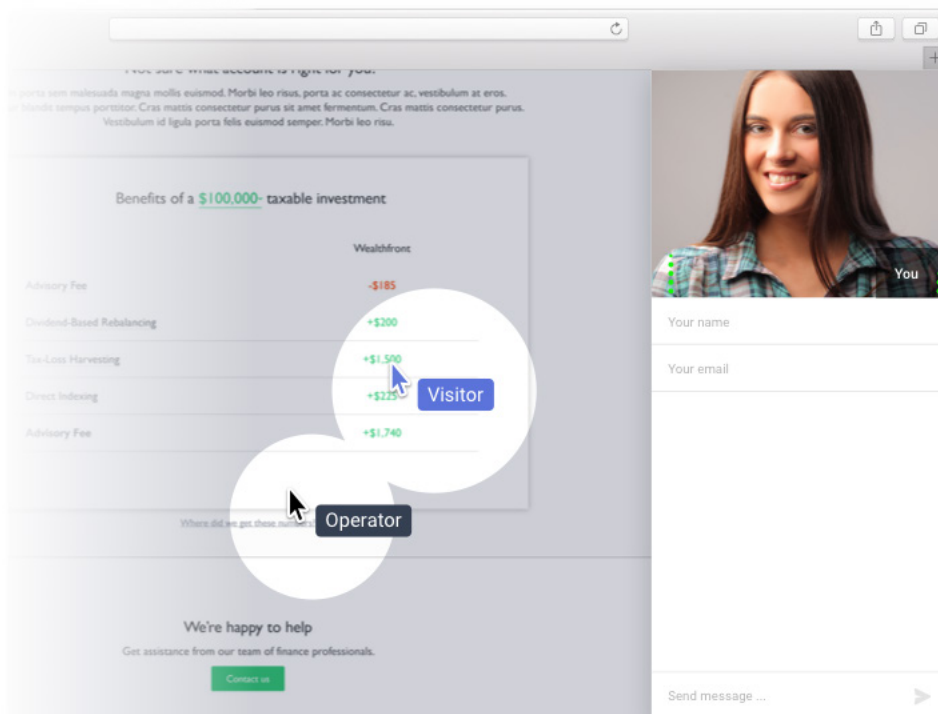
CoBrowse & Live Chat

Live chat has seemingly become the preferred online communication channel for companies, as it provides a cost-effective method of providing decent (though not stellar) support for a majority of customers. However, companies that have leveraged live chat and CoBrowsing together have found great success in both customer satisfaction and online conversion statistics.

69%
lift in online conversions

25%
increase in customer satisfactions score

Current Glia customer data shows that companies who use CoBrowsing in live chat engagements have seen an average of 69% lift in online conversions, as well as a 25% increase in customer satisfaction score. This shouldn't be surprising, given the added context CoBrowsing provides to agents.


COBROWSE & LIVE CHAT
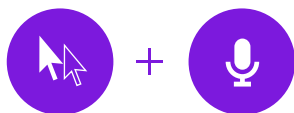
CoBrowse & Audio Chat

Combining CoBrowsing with audio communication, such as a phone call, is one of the more interesting ways to leverage CoBrowsing because it marries the offline and online behavior of customers. In this unique use case, a

80%

lift in online conversions

customer dials a phone number (most often while looking at the company's website) and an agent is able to begin Live Observation either based on the phone number dialed or through an integration with a CRM.

While the technology needed to be able to accomplish this is only offered by the top CoBrowsing solutions, like Glia, the results seen by companies employing this tactic are amazing. Allowing customers to voice their issues, while simultaneously seeing a agent-guided journey usually exceeds the customer's expectations. Companies leveraging CoBrowsing and audio have seen a nearly 80% lift in online conversions.
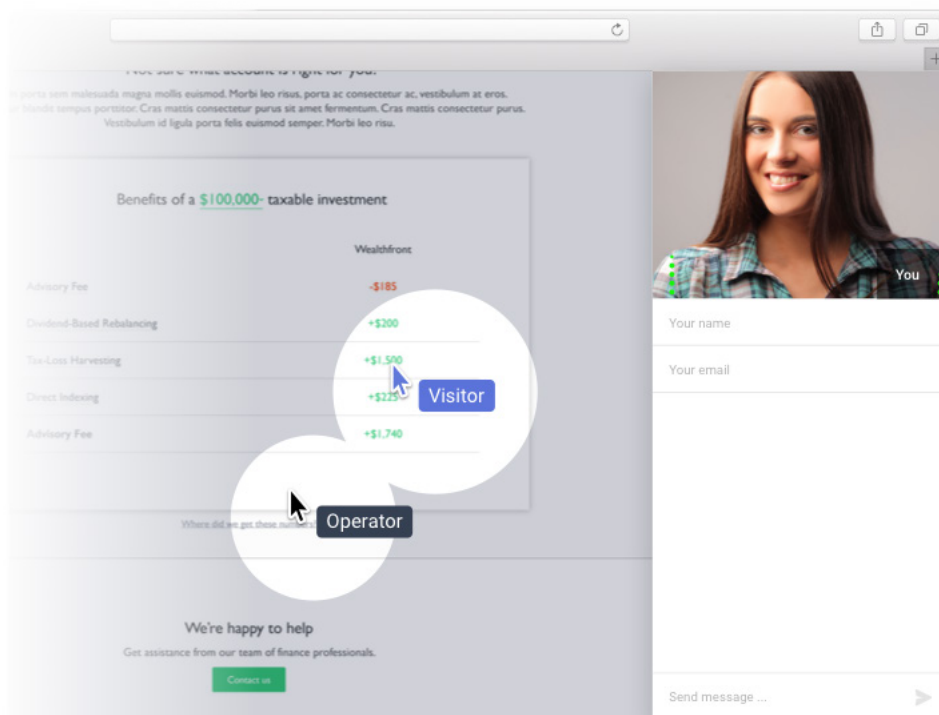

COBROWSE & AUDIO CHAT
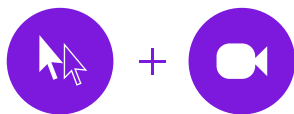
CoBrowse & Video Chat

At Glia, we feel very strongly that video chat can be a game changer for the way companies and customers communicate. Companies currently leveraging video chat, whether 1-way or 2-way, are already seeing better conversion numbers and customer support metrics than other companies relying on more traditional channels.

Combining CoBrowse and video chat creates the ultimate visual engagement solution - a solution stack that analysts like Forrester predict will be the next big thing. Our data shows that companies leveraging CoBrowsing and video chat see on average a 138% lift in online conversion and a 30% lift in customer satisfaction - not surprising considering that this coupling most closely recreates the "in-person" experience online.

138%
lift in online conversions

30%
lift in customer satisfactions score

COBROWSE & VIDEO CHAT

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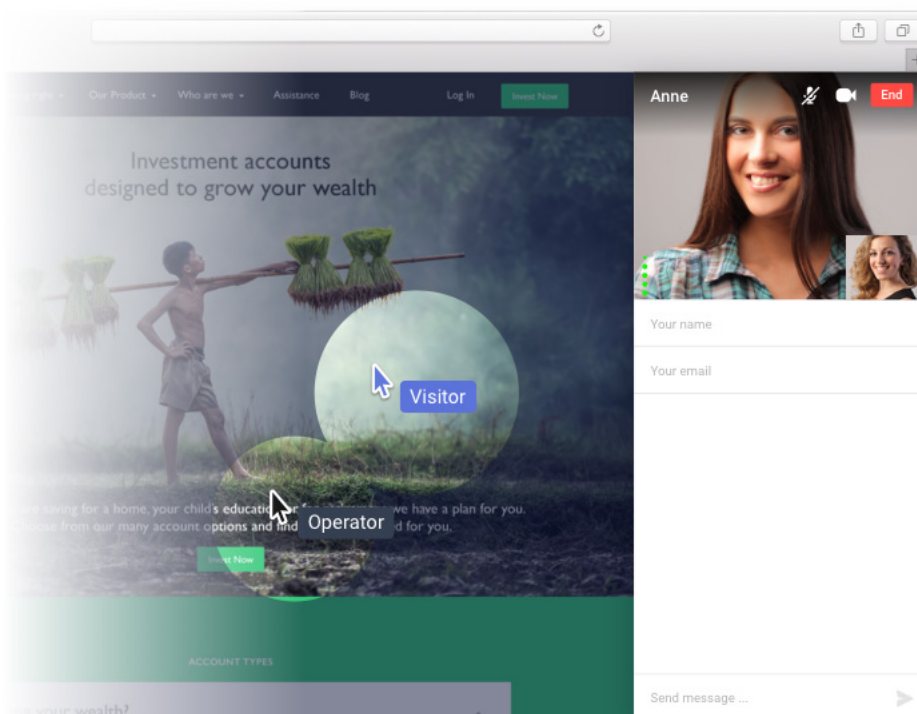
Glia CoBrowsing

By now, you should have a better idea of what CoBrowsing is and why your organization should adopt it. At Glia, we are dedicated to creating the most advanced and secure visual engagement solutions on the market. Our dedication to meeting or exceeding the "in-person" customer experience online, has enabled us to create a unique CoBrowsing solution that provides agents with more customer context than they've ever had.

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Glia CoBrowsing solutions stand apart from others for the following reasons.

Patented
The Glia platform is patented, proprietary, and its innovations are exclusive to its customers and partners.

No Downloads
Implementing Glia CoBrowsing is simple and requires no downloads or installation of any software for the company or its customers. Depending on integrations, companies can be up and running with our solution in no time at all.

Instant Low Latency

Glia's COBRA framework can handle complex websites and gets more intelligent with each new added website, browser, and device interaction. COBRA has steadily been evolving over the last five years, making it the most reliable in the market.

The Fastest CoBrowsing

Glia CoBrowsing adjusts in real-time for dynamic screens and tab movements, making it the fastest and most accurate CoBrowsing solution available.

Bank-Level Security

Glia CoBrowsing acts, for the most part, as a serverless solution. It is also the most secure by using encryption technology and a secure blocking framework.

It can be set up to disallow agent access to sensitive information fields and requires no downloads or intrusion on the customer's network or device.

Glia is an enterprise software company based in New York City that develops engagement solutions to meet or exceed the in-person customer experience online. Through our solutions, companies are able to identify high-value website visitors, communicate with them through live chat, audio, or video, and engage them through best-in-class CoBrowsing - all without any downloads or installations.

Our solutions empower leading financial services institutions, retailers, and manufacturers to increase online sales and conversions, improve customer support and loyalty, and provide an overall better customer experience.

To learn more about CoBrowsing or our company, please visit our website www.glia.com and request a demo.

glia

Be the company your customers would love you to be...

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