HOW TO USE REMOTE COLLABORATION SOLUTIONS TO CREATE AMAZING CUSTOMER EXPERIENCES AND GAIN QUICK ROI
From Apple to Intuit, business leaders are using remote collaboration solutions to bring sales, support, and customer experience to the next level. Solutions that integrate screen sharing, cobrowsing, agent video, and more enable businesses to humanize the online experience in order to create stronger, deeper customer relationships.

While some organizations have already embraced visual engagement, others are still evaluating how best to move forward. They ask themselves, “Is live online engagement really necessary?” To answer this question, we’ve looked at why the top online companies use remote collaboration software and why you should too.
Live online collaboration yields quick results. The real-life ROI statistics are powerful, making it easy to develop a solid business case for investing in visual engagement software like an integrated cobrowse, screen share, and agent video solution.

**ROI: ONLINE SALES**

One organization with 300 agent positions used the Glance Salesforce Integration to merge Salesforce’s sales cloud and Glance’s visual engagement services.

The company produced the following returns:

- **60%** reduction in time to convert new customers to new products
- **66%** increase in volume of “product reviews”
- Increased CRM (Salesforce) use with integrated visual engagement
- Reduced sales-cost-per-conversion
- Reduced marketing cost-per-conversion
- Reduced associated operational cost

**ROI: ONLINE CUSTOMER SERVICE**

The following customer data points were provided by a company seeking to educate new customers as part of its onboarding process. The organization’s goal was to shorten handle times and reduce overall inbound volume.

Glance’s visual engagement solution produced the following results:

- **14%** reduction in average handling times (AHT)
- **18%** increased first call resolution (FCR)
- **10%** reduction in future support calls

Other soft value included:
- Agents learned to refine product searches in real-time
- Visual engagement significantly increased uplift for “add on” sales
- Outstanding support experience

With ROI statistics like these, it’s no wonder these companies invested in visual engagement software.
Why did remote collaboration software yield such great results for these companies? One major reason is because Glance cobrowse, screen share, and agent video are easy to use, making interactions effortless for both customers and agents. Agents can see exactly where customers are online, eliminating the need for customers to explain what’s going on. Understanding is instant.

Another reason is that even in today’s digital age, customers often need a personalized touch. Visual engagement software allowed these companies to build trust, confidence and rapport when customers needed it most - even online.

Put yourself in your customers’ shoes for a minute so you can see why ease of use and personalized customer service is still important in this digital age. Most of your customers are busy, just like you are. They don’t have the time to spend hours figuring out how to do something online that should really only take a few minutes. And sometimes online processes can be confusing.

When there’s no one to come to their rescue, customers find themselves getting frustrated and angry. In fact, the organization that doesn’t offer easy access to personalized assistance is the organization that very quickly loses business.

One the other hand, the company that offers instant connection and personalized experience will keep its customers’ business now and in the future.

“At Constant Contact, our customers are our top priority. When they need help, it’s our goal to get them an answer quickly – and the Glance for Salesforce visual engagement solution has been a great tool in helping us achieve that goal. It has improved our ability to resolve issues swiftly within a single call and deliver even more ‘wow’ experiences.”

Rick Edwards, Partner Implementation Manager, Constant Contact
Visual engagement is a term that refers to the practice of using technology to make customers feel as though there is a person in the room with them, guiding them through online processes. Agents can instantly see what their customers see online and take them through complex transactions, processes, forms, demos, and more.

While chat and phone support can be good starting places to provide a humanized customer experience, visual engagement takes the situation to the next level, bringing true efficiency and effectiveness to customer interactions.

Cobrowsing and screen sharing are the two key technologies that are used to enable organizations to achieve this goal. But what exactly is cobrowsing and how is it different from screen sharing?

**COBROWSING**
Cobrowsing solutions enable agents and customers to be on the same page — literally. With the click of a button, agents can instantly view and interact with customers’ web browsers, providing live, personalized guidance through complex processes while protecting their privacy at the same time. These privacy settings are secure and reliable, able to hide specific sensitive fields to protect the customer information.

**SCREEN SHARING**
When agents are interested in showing customers or seeing something that could be inside or outside of a browser, screen sharing is the answer. This allows agents to show their screen or see and/or control the customers’ screen.

For example, in a support situation, agents can take a customer through a complex billing situation, even if the bill is on a PDF. Agents can guide customers as though they were in the room together, thereby alleviating stress and quickly clarifying even complex situations.

Screen Sharing is also great for remote technical support. Agents can quickly fix technical issues as though they were in the room with customers.

**INTEGRATION OF CRM**
Cobrowsing and screen sharing can integrate seamlessly into a company’s CRM (Customer Relationship Management) solution, managing client interactions and metrics, improving customer experience over time.

When a company has the means of improving customer service, customers come to trust that company and come back to the business again and again.
After reading this guide, you now know why the top companies use remote collaboration software. It yields real results because it humanizes the online experience and makes interactions effortless. You also understand what visual engagement software consists of and what you should look for in a visual engagement company. The final step is to find a company with years of experience in visual engagement. Look no further than Glance.

Glance empowers companies to make doing business online easier and more personal through tightly integrated yet modular visual engagement solutions such as cobrowse, screen share, agent video, and more. Glance has out-of-the-box integrations with Salesforce, SAP, LiveOps, Zendesk, and other solutions. In addition, our offerings integrate with a broad range of customer-facing platforms and tools to quickly provide a connection that is secure and always works.

If you want to enhance your customer service and compete with the top online companies, contact Glance today!