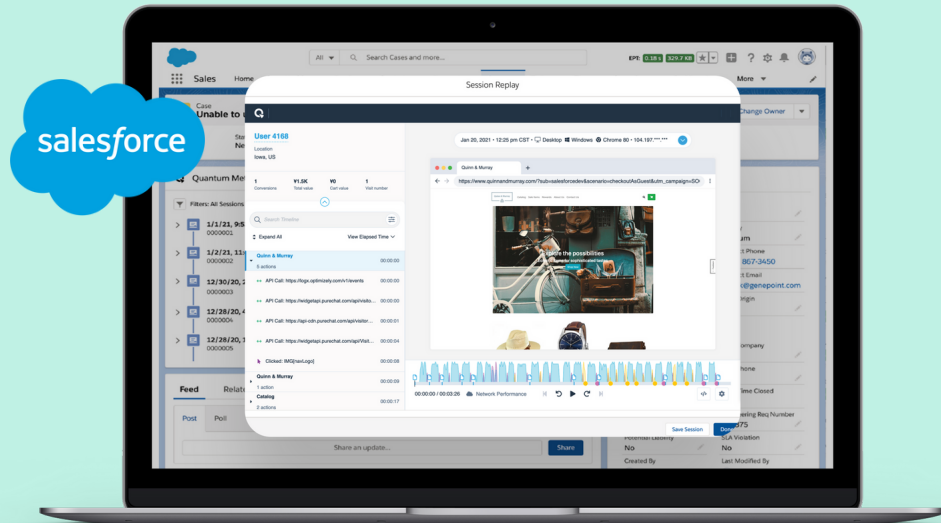


For Digital-First Customer Support Leaders

The Advantages of Real-Time Session Replay Over Cobrowsing

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Modern customer support centers need better technology solutions

A lot has changed over the last 18 months for customer support centers. Despite immense challenges, it's also been a time of unprecedented innovation.

The pandemic has accelerated the digital transformation and digital disruption trends that were already building for years. As the post-pandemic world slowly starts to re-open, every indication is that the digital-first preferences are here to stay.



Customers increasingly want digital-first customer support, making the agent experience more complex than ever.

The days when customers had one way to reach the call center are over. Customers increasingly expect easy, efficient, helpful, digital-first support options, making the agent experience more challenging. While agents used to manage one (or maybe two) touchpoints, they're now juggling phone, chat, email, web form, online forums, and more. They may even be managing inquiries from more than one customer on more than one channel at a time, and possibly doing this all at home without the "swivel chair" option of asking a manager or coworker a question in person.

All these factors have increased the level of complexity in which agents need to engage with customers.



According to Salesforce's recent [State of Service report](#)

54%

of customer service professionals report their organizations experienced increased case volume during the pandemic.

Meanwhile

55%

of consumers said that their standards for customer service had risen.

Cost reduction and business continuity are huge executive priorities in a post-pandemic world.

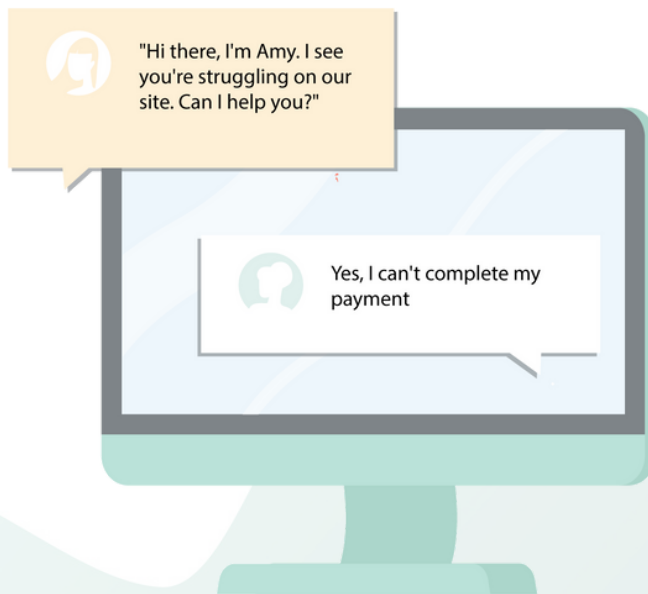


There's never been a time when executives weren't worried about saving money and advance planning and preparation for emergency events. However, both priorities have risen to the top of the list in the wake of a global financial crisis and unprecedented uncertainty about the future of work and customer service.

Digital-first is an urgent customer support imperative

The world has changed, and so have customer support centers. It's critical that customer support centers can support their agents in the following areas:

- Are issues only discovered after enough customers complain?
- Does it take more than a few days to get yesterday's conversion or performance data?
- When your teams have a new hypothesis to validate, how long does it take to get the right data?



It's time to give agents tools they need to help customers more quickly and efficiently at lower cost. Unfortunately, according to Salesforce:



63%

of agents say it's difficult to balance speed and quality



51%

of agents say they cannot find all the information they need to do their job on one screen

Meanwhile, customers (and the brand) suffer:



65%

of customers say "I often have to repeat or re-explain information to different representatives"



52%

of customers describe most service interactions as fragmented

salesforce

Enable agents with a digital-first toolkit: real-time session play



To support the growing scope of an agent's work in a digital-first environment, support centers have been adding new tools to their toolkit. In this next section, we compare two technology solutions to help agents balance speed and quality, and provide a better customer service experience: cobrowsing and real-time session replay.

What is cobrowsing?

Cobrowsing, or collaborative browsing, allows agents and customers to look at a website or mobile app together in real time. It typically works when an agent invites a customer to join a session initiated by the agent. The agent can show the customer how to navigate through a problem, ask questions about where they hit frustration points, and assist them with filling out forms.

The challenge of cobrowsing is that it can feel frustrating for customers to have to explain where they went wrong. It can also be time-consuming since a session can take up to 15 minutes to initiate. Moreover, there's no way to take the lessons from a particular issue and apply them across the enterprise.

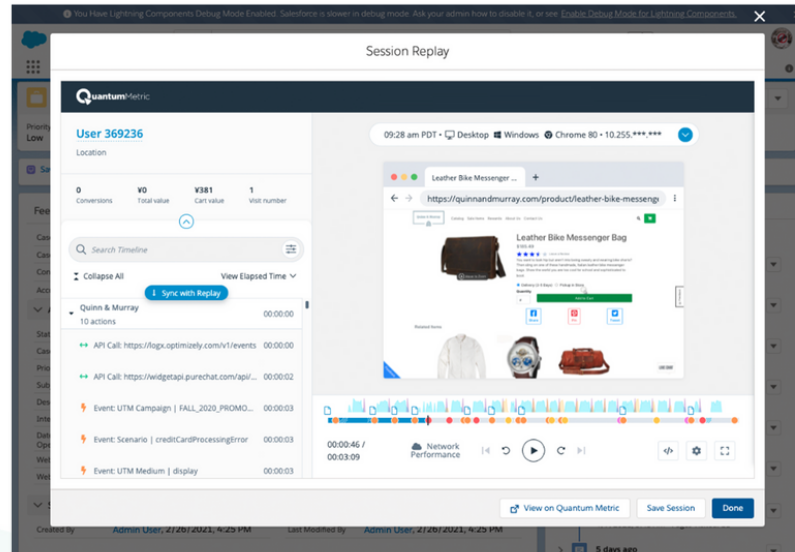
What is real-time session replay?



Session replay is the reproduction of a user's interactions on web or native mobile applications. Session replay captures behaviors like mouse movements, clicks, typing, scrolling, swiping, tapping, etc. Session replay isn't a recording of a user's session. Instead, it's a reproduction of the individual experience with all of the underlying contextual user data.

Real-time session replay is powerful because it allows an agent to watch a session in the moment. Real-time session replay helps agents quickly see what is happening in order to troubleshoot while servicing a customer.

If someone chats, emails, or calls in with a problem, the agent can go see what actually happened instead of playing detective and trying to walk the customer through a frustrating experience over and over. Agents can instantly watch sessions, even those that occurred before the contact was initiated, to troubleshoot with customers.



Cost reduction and business continuity are huge executive priorities in a post-pandemic world

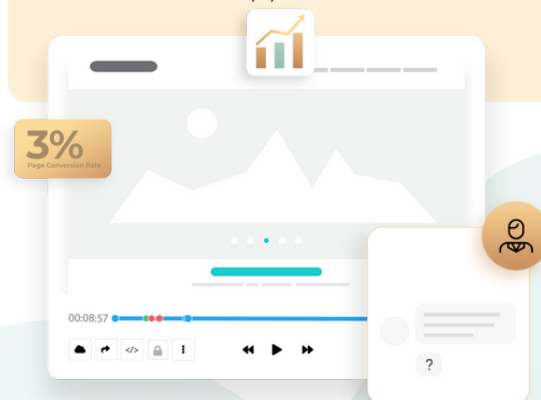


The old way

A customer has a problem, the agent acts as a detective and invites them to a co-browsing session. The customer is asked to relive their frustration and walk the agent through what happened. The agent attempts to recreate what went wrong and solve the problem.

The new way

The agent can watch the problem session using session replay and greet the customer with, "I see that you were trying to check out on your mobile device and had problems entering your discount code. Allow me to help you."



The differences between cobrowsing vs. real-time session replay

AGENT EFFORT (SPEED/ COST)

Cobrowsing

Requires an agent to take over the machine or session to see what the customer is trying to do.

- Cobrowsing can take up to 15 minutes
- Frustrating for customers!

CUSTOMER EFFORT/ FRICTION

Requires customers to re-live and work through their frustration with an agent, explaining what happened and what they did next.

Requires agent to educate customers about privacy concerns and scope of control / visibility into customers' desktop.

Real-time session replay

Allows an agent to instantly view actual sessions:

- Accelerates agent's understanding of a customer's live case
- Allows agent to see diagnostic details like device, location, conversion, abandoned cart value
- Agents can watch real-time replays, and with an integration: without ever leaving Salesforce!

Gives agents real-time views into frustrations by watching what already happened, rather than asking the customer to walk through it again.

Find exact moments of friction faster with visual, searchable timelines.

SHARED INSIGHTS

Cobrowsing

Targeted at only in-moment use cases, with no ability for investigation of the session before the point of initiation or to share sessions with internal teams for post-investigation.

Cobrowsing tools typically do not allow recording for quality control.

PROACTIVE SUPPORT

Reactive, initiated only when a customer starts a session to solve a problem

Real-time session replay

Save and share replays to the case for ongoing reference (e.g. share to Salesforce, Chatter, Slack, or Jira).

Scope a problem to prioritize or escalate for other teams, and quantify impact beyond a single case.

Managers can access aggregated analytics in Quantum Metric via Salesforce.

Some session replay solutions can identify signs of frustration (rage clicking, repeated refreshing) and activate a chatbot to rescue customers in their moment of frustration—before they call in for support (or worse, abandon the issue).

Give your agents a digital-first toolkit

With both the agent and the customer in mind, **Quantum Metric** allows real-time views into the customer experience, allowing for a faster and more personalized white-glove approach to support.

Agents never have to leave Salesforce, saving agents time from having to jump between technology solutions. Those replays can be used to quantify the impact beyond a single case. The Salesforce integration also allows managers and other digital product teams (product, engineering, analytics) to access aggregated analytics in Quantum Metric via Salesforce.

Benefits

The world has changed, and so have digital-first customer support centers. It's critical that customer support leaders be able to do the following:

- Time savings for the agent, which reduces cost and increases efficiency and job satisfaction.
- Better experience for the customer, which research shows drives increased revenue, NPS scores, loyalty, and other desirable business outcomes.
- Shared learnings from one case, which assists in prioritizing digital improvements and helps align cross-functional teams.



Learn about our integration with Salesforce Service Cloud

<https://www.quantummetric.com/salesforce-service-cloud-contact-center>



Learn more about the power of enterprise session replay

<https://www.quantummetric.com/enterprise-guide-to-session-replay>

Request a personalized demo

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