KANDY™

an AVCtechnologies company

Deliver an Omnichannel Contact Center in 30 Minutes or Less with Kandy Live Support

Any Size Organization can Engage Customers with Immersive Experiences from Any Location

Executive Overview

Kandy Live Support is a feature-rich omnichannel contact center for businesses of all sizes. Extremely easy to deploy and manage, the cloud-based platform lets you engage customers with voice, video, chat, screensharing, bots and more, at a price any organization can afford. With Live Support, your virtual contact center will be up and running in 30 minutes or less, right over the internet. There's no equipment to install and no software to download.

In no time at all, Live Support gives you the flexibility to engage your customers the way they want—from traditional phone calls to omnichannel immersive customer experiences via web, social media or collaboration tools. Need to provide high-touch assistance to a high-value client? Simply send them a click-to-connect link or text message to instantly establish an interactive "show-and-tell" session to share screens, exchange files and leverage video capabilities. And since the Live Support agent interface is purely browser-based, agents and sales and support specialists can engage customers from any location, using almost any mobile or desktop device.

This white paper reviews Live Support features and functions and explains how the solution can help you transform customer engagements and boost business results at a fraction of the cost of other solutions.

Engaging Customers in the Digital Age

Digital transformation is changing the way consumers engage businesses. Today's consumers interact with brands on Twitter and Facebook. They use AI tools and online resources to solve problems on their own. And many prefer text messages or chat sessions to telephone conversations for basic sales and support interactions. To compete in the digital era you need to reach consumers on their own terms — on the web, through social media and with self-service bots. But finding an affordable and easy-to-manage multichannel contact center platform is a challenge for many businesses.

Traditional on-premises enterprise contact center platforms are too expensive and complicated for many organizations. Many of these platforms aren't designed to support omnichannel interactions. If you already have a conventional on-premises platform in place, upgrading to the latest multichannel features requires additional capital outlays, and special training and expertise, making the platform even more difficult and expensive to manage and scale.

Supplement Brick and Mortar Operations with Remote Agents

- **For Disaster Recovery** – Ensure continuous service during pandemics, natural disasters and security emergencies.
- **For Surge Capacity** – Accommodate traffic spikes, peak holiday demands and short-lived campaigns.
- **To Increase Agent Satisfaction** – Improve retention for high-value agents by giving them the flexibility to work from home.
- **To Lower Operating Expenses** – Leverage home-based workers and contractors to contain labor costs and real estate expenses.

Newer cloud-based contact center solutions can help you avoid equipment cost and complexity, and modernize customer engagements. But many are aimed at large-scale contact centers, with advanced capabilities like multichannel communications and chatbots priced beyond the reach of many businesses. Worse still, many cloud contact center solutions require "six-figure" professional services engagements just to get started.

Kandy Live Support is the perfect solution for businesses that want to deliver immersive customer experiences, but don't have the luxury of an enterprise contact center budget. The cloud-based platform provides state-of-the-art multichannel communications at a price any business can afford. Live Support is ideal for organizations of any size or means, including those without large-scale contact centers, smaller businesses and individual departments that want to modernize customer engagements and offer 24x7 support.

## An Omnichannel Contact Center Any Business Can Afford

Kandy Live Support is a contemporary omnichannel contact center platform, built from the ground up for the digital era. It provides a rich set of real-time communications and collaboration capabilities that are simple and cost-effective for any business to use. Some of the unique advantages and benefits include:

- **Live Support eliminates the cost and complexity of traditional on-premises enterprise contact center platforms.** The solution is 100% cloud-based, so there's no need to buy or install any on-site equipment or special-purpose software.

- **Live Support eliminates the expensive professional services required to get many cloud-based and on-premises contact centers up and running.** The solution is incredibly easy to deploy and manage. A self-guided web portal makes it easy for administrators to onboard agents and configure features and settings.

- **Live Support provides an affordable, comprehensive collection of cloud-based communications and collaboration services.** Unlike many cloud-based contact center platforms, Live Support delivers immersive customer experiences, including video, screensharing, social media and web integration — as well as traditional phone calls — at a price any business can handle.

- **Live Support eliminates costly agent hardware and specialized software.** Agents access all features and services directly from an intuitive browser-based interface. There's no need to purchase high-end agent hardware or spend time and money installing client software on every agent's desktop. Agents can log on to the service from anywhere, and easily manage sessions and engage customers.

- **Live Support provides elastic scaling and pay as you go economics.** It's easy to add capacity on demand and adjust licenses to satisfy evolving business requirements. For example, departments or work groups can temporarily add agents to support promotional campaigns or seasonal traffic spikes.

- **Live Support protects and extends previous investments.** Organizations can implement Live Support as a stand-alone solution or integrate it with legacy call center platforms.

Get Operational in 30 Minutes or Less

With Live Support you can roll out a modern omnichannel contact center in minutes — not days or weeks — with minimal IT involvement and no expensive professional services engagements. A straightforward admin portal guides you through the entire set up process, automatically creating departments, agents, directories, schedules and other contact center attributes. No special expertise or training is required. Once configured, you can make adds, moves and changes quickly, with a couple clicks.

Automatically generated HTML code lets you easily add real-time communications to websites, social media apps or email signatures. And out-of-the-box integrations with popular AI, IVR and CRM solutions help you accelerate time-to-value and streamline customer interactions.
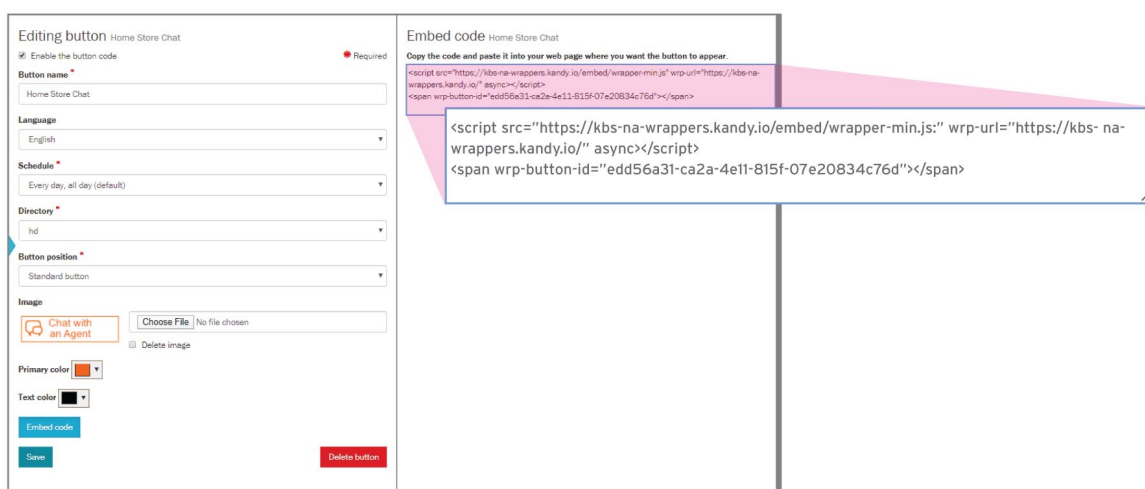
Voice and Chat AI Services Deliver Instant ROI

Live Support includes easy and affordable options to use artificial intelligence to offload agents and provide 24×7 access. Customers can interact with chat bots to resolve basic issues and, if needed, seamlessly escalate to a live agent who has full visibility into the chat history. Bot integration can help you dramatically reduce labor expenses and free up agents to focus on high-value clients or more complex sales and support issues.

Kandy Live Support vs Web Meeting Apps

Popular web meeting apps are great for multiparty conferences, prearranged training sessions, sales presentations, and the like, but they aren't convenient or practical for ad hoc customer interactions.

Live Support lets you engage customers in real-time, without scheduling or initiating a meeting. Agents can escalate a phone call or chat session to a two-way video call with screensharing and even co-browsing. Customers can avoid the usual web meeting hassles like entering a meeting ID number, downloading plugins and configuring audio preferences. There's no need to reconnect later, Live Support escalates the experience from one modality to another instantly.

Need to provide hands-on support to a client? Just text or email the user a link to provide instant access to a collaborative "show and tell" session. In no time at all, you'll be able to chat, talk, share screens, exchange files and see each other's video stream.

Add Omnichannel Communications to Any Business Process

Kandy Live Support is not limited to the contact center. You can use it to add real-time communications to any internal or customer-facing business process. It is perfect for any scenario where specialists provide advice to customers or coworkers.

Live Support is simple enough for any business user. Sales and support experts can easily share screens, exchange files and share video to assist customers and solve problems. The cloud-based solution lets on-the-go professionals engage clients from any location using their mobile device or laptop. And pay-as-you-go economics makes Live Support affordable for any organization or department.

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Engage Customers with Immersive Experiences

With Live Support you can engage customers using the right channel at the right time for the right interaction. The solution uses real-time communications capabilities built into modern browsers (via WebRTC technology) to deliver high-quality voice and video, while avoiding the plugin latency and compatibility issues that plague other solutions. Agents and customers can seamlessly escalate sessions from text, to voice, to video at any time in the process for deeper engagements. Screensharing, co-browsing and video-sharing capabilities help sales and support professionals assist customers and troubleshoot problems.

Live Support lets you engage every type of consumer on their own terms. Embed rich communications into social media apps like Twitter and Facebook, collaboration tools like Slack, or websites to satisfy tech-savvy individuals. Offer telephone support to those who prefer it.
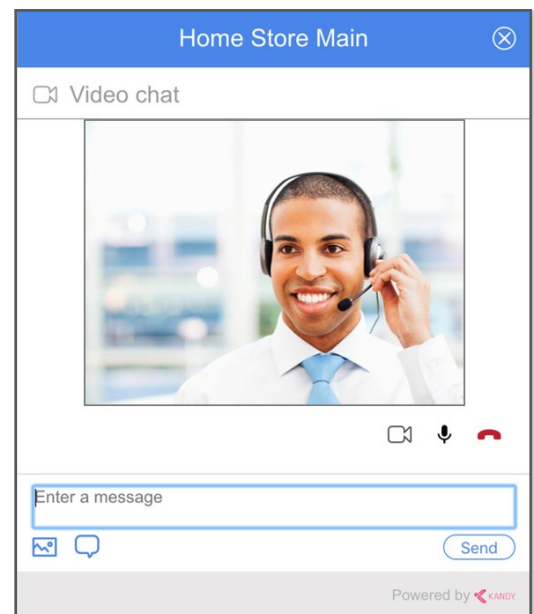
Jumpstart Deployment – Agents Can Work From Anywhere

With Live Support, contact center agents and other sales and support professionals can engage customers from any place, at any time. Whether working from the corporate campus, home or the road, a feature-rich browser interface gives agents fast and secure access to everything Live Support has to offer, right over the internet. And with no softphone clients to install or update, and no software incompatibilities to worry about, you can free up help desk resources to focus on business-critical issues.
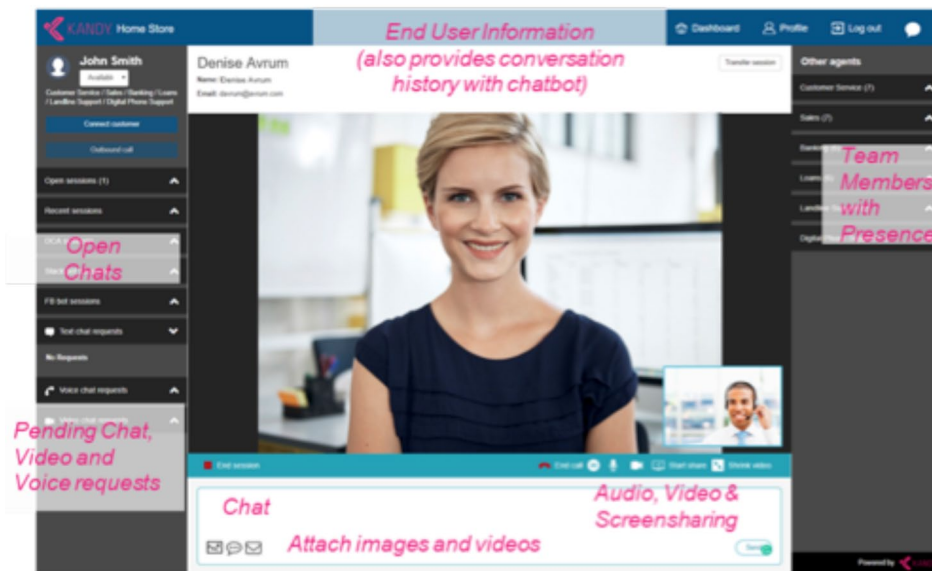
Live Support agents efficiently manage sessions and engage customers directly from a browser

Summary

Whether you are part of a small organization, a medium-size business or a large company, Kandy Live Support can help you improve customer interactions and boost business results. The cloud-based solution lets you engage customers with immersive experiences from any location—quickly, easily and cost-effectively.

Live Support delivers a wide range of advanced capabilities like traditional voice, interactive video, screensharing, bots, and social media and web integration at a price any organization can afford. To learn how Kandy can help you deliver a state-of-the-art omnichannel contact center in 30 minutes or less, contact us or visit kandy.io/live-support today.

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Kandy Communications, an AVCtechnologies company, is a cloud-based, real-time communications platform offering proprietary UCaaS, CPaaS, and CCaaS capabilities. Kandy enables service providers, enterprises, software vendors, systems integrators, partners and developers to enrich their applications and services with real-time contextual communications, providing a more engaging user experience. With Kandy, companies of all sizes and types can quickly embed real-time communications capabilities into their existing applications and business processes. Kandy was recently acquired by American Virtual Cloud Technologies, Inc. (AVCT). To learn more about Kandy, visit https://kandy.io