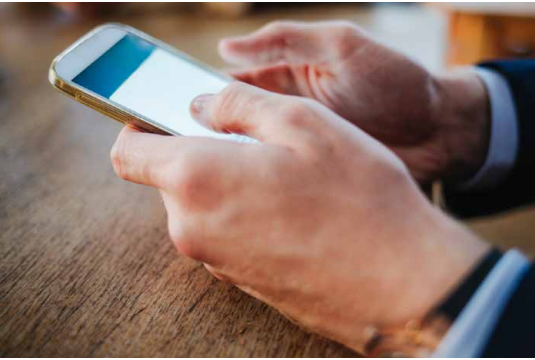


Fully Engaged, Real-Time

CUSTOMER SERVICE



The Problem

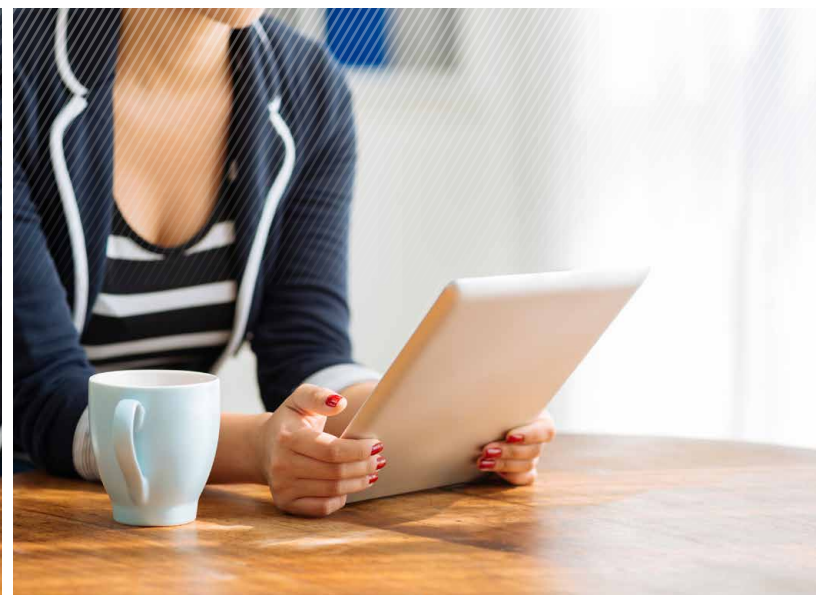
Providing excellent product support means allowing customers to access that support from any device they choose, whether it's a computer, phone or tablet. Additionally, the ability for a customer to actually see who they are talking to is the next wave of efficient and effective customer support.

The Solution

Using WebSync for chat and signaling and IceLink for media transmission, support personnel can both chat and video conference with customers using any device. Consumers can access your customer service easily on the go, and video conference with your staff no matter where they are or what they're doing. WebSync can also be used to pass contextual information to the service rep without them having to ask. Examples of this contextual information could be what's in a user's cart on an ecommerce site, or what page of your website a user is on. Having this information integrates the service rep with the customer's experience, resulting in faster support that increases customer happiness and sales.

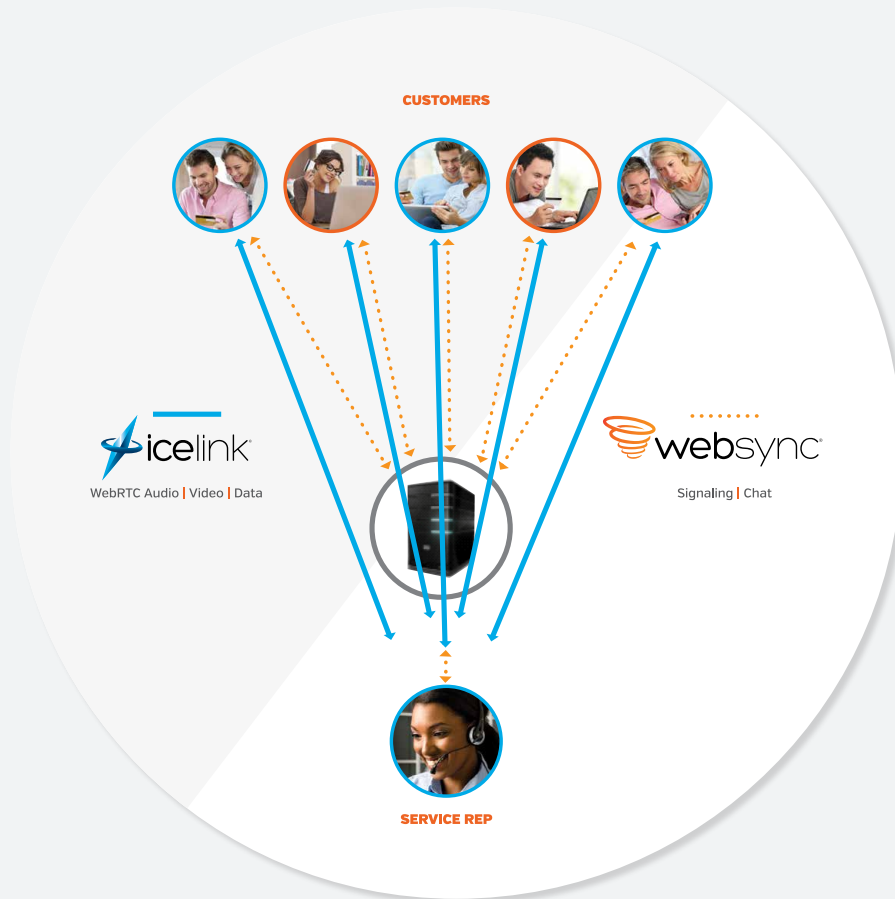
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< How It Works

This chart is an example of how IceLink and WebSync could be used in a customer service application.

WebSync signaling is used to control and monitor conversations, and for text chat if desired. IceLink runs as a peer on each of the clients, while each client peer has a matching peer running on the customer service computer. The clients can be running either web or native applications. The service rep will typically be running on a native platform, such as .NET, to give increased stability and flexibility across browsers when dealing with multiple simultaneous communications. Although not shown, a recording server can also be used to record all or select audio/video or chat conversations if desired.



Handles chat and session management	WebRTC-based peer to peer (P2P) and peer to server (P2S) streaming
Highly scalable to tens or hundreds of thousands	Interacts with Chrome, Firefox, Opera, ORTC, IE and Safari
Highly stable for multi-customer support	Supports any customer device to a service rep's computer
Supports all desktop, tablet and SmartGlasses platforms	Supports all desktop, tablet and SmartGlasses platforms