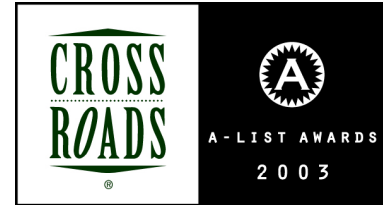


## Hipbone, Inc.

San Carlos, CA

### **Hipbone Synetry Chat+**

➤ Live Interaction for Contact Centers



---

#### **CUSTOMERS AT WORK**

Fortune 500 financial services firms and a Fortune 1000 high-tech company were among the reference customers.

Common strategic objectives included:

- Making the corporate Web site a more effective sales and service tool by improving the online experience
- Minimizing the need for telephone support by assisting complex activities more effectively over the Web via chat and co-browsing

#### **WHY HIPBONE?**

Hipbone Synetry Chat+ is a live-interaction platform designed to help companies engage, serve, and retain customers online. Synetry Chat+ helps prospects and customers develop confidence in online commerce and self-service applications by providing an immediate and secure escalation to contact center assistance for consultative guidance. With co-browse and chat functionality, Hipbone enhances agent effectiveness in sales and service and enables online coaching of customers to enhance utilization of self-service applications. Synetry Chat+ meets its customers' stringent privacy and security guidelines such as the Graham-Leach-Bliley and HIPAA Acts. Synetry Chat+ runs on UNIX and NT, works with a variety of CTI switches, and is packaged as either a hosted service or licensed for on-site deployment.

#### **COMPANY INFO**

Hipbone is a private company with 35 employees.

☎ 650.598.4960

[www.hipbone.com](http://www.hipbone.com)

#### **BUSINESS IMPACT**

*Near-term value:* Hipbone customers have used Synetry Chat+ to improve the effectiveness of B2B and B2C Web sites. The options of chat and co-browsing have helped companies better resolve a variety of situations. In the B2B area, Synetry Chat+ has proved itself in educating business customers on service options and advising them on complex product configurations—even down to the contents of a specific field on a form. On the B2C side, Synetry Chat+ has helped handhold consumers through the lengthy documents required for financial services applications.

*Enterprise innovation:* Motivated by early successes, customers are expanding Hipbone's role in the contact center. Today, when a CSR answers a customer's emailed question, the reply can contain a link to a chat session with the same agent. This 1:1 relationship can be retained until the incident is resolved or the sales call is completed. Hipbone references say this high-touch approach is a differentiator in their customers' eyes. In the future, some companies will integrate Synetry Chat+ with the CRM system so agents can see full customer information.

*Technology gains:* To protect the privacy of customer communications, Synetry Chat+ provides session authentication, transmission encryption, and agent authentication.

#### **SUCCESS FACTORS**

*Project strategy:* Think carefully about system objectives and agent metrics. For example, if the initial goal is to improve utilization of self-service applications, lengthy interactions could indicate successful education, poor site design, or both. Achieving a high touch online may involve changes to the site, such as coding for a more consistent co-browsing experience.

*Skills:* End users, typically experienced CSRs or technical salespeople, require minimal training on the tool but must have a knack for chatting with several customers at once. The option of skills-based queues has helped larger organizations utilize the technology more effectively with existing contact center staffing and procedures. Supervisors can monitor sessions and send CSRs a "whisper" of advice if needed.

*Resources:* Hipbone can assist with the initial implementation. Solid XML and Java skills are required to maintain the system.

*Fit:* Hipbone Synetry Chat+ is a good fit for companies selling complex products or services to businesses or consumers.

*Published:* January 2003

---

#### **ABOUT THE CROSSROADS A-LIST AWARDS**

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.