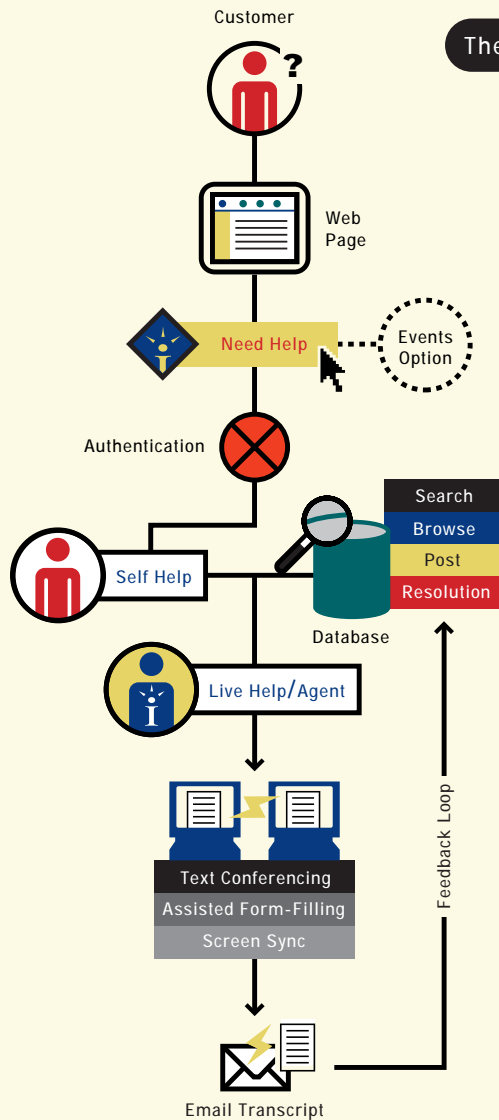


## WEBCENTER EXPRESS

### Workflow Diagram



#### The WebCenter Experience: Step-By-Step

When customers on your website have a question, links to WebCenter are easy to locate.

Customers simply click the links to enter the WebCenter portion of your site.

Log in can be anonymous, guest, or authenticated through a user directory.

Once connected to WebCenter, customers can search for specific information and topics in the WebCenter Express Self Help Library and Customer Forum.

If the customer is not able to resolve his/her query through self help, they may choose to escalate to live help.

WebCenter Express provides multiple queues to ensure customers are routed to the most appropriate agent.

Once connected, the customer and agent have a variety of channels for "show and tell" communication: screen sync, shared browsing, text conferencing, and assisted form-filling.

Upon resolution, the customer can choose to have a transcript of the session emailed to them for future reference.

The feedback loop allows administrators to use transcript data to enrich the self-help experience for future customers.

### BeHome Makes Online Customers Feel Welcome

Behome, [www.behome.com](http://www.behome.com), is using WebCenter to provide online service to customers shopping for home furnishings and accessories. "WebCenter is one of the most innovative solutions for customer care that we've seen in a long time. We look forward to increasing revenue and reducing service costs as our information-empowered customers confidently complete their transactions in a single visit."

**Emily Davidol**

**Director Benchmark Industries**

**BeHome Website**

