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### **InstantService Adds LiveLOOK's CoBrowsing Capabilities to Chat Solution**

*Online collaboration tools help agents support consumers in real time, answering questions and converting shoppers into buyers*

SEATTLE, November 6, 2007 – InstantService, Inc., a provider of chat and email management solutions, announced today that it has formed a technology partnership with LiveLOOK, a provider of next generation visual customer communication tools. As a result of the technology integration, customers of InstantService's chat solution can now use LiveLOOK's screen cobrowsing capabilities to answer consumer inquiries and facilitate sales transactions in real time online.

Online chat is well-entrenched across industry and particularly in retail and finance markets where consumer demands for convenience, personalization and immediate support are at all-time highs. Offering consumers the opportunity to chat with knowledgeable service and support representatives boosts sales and service levels, making it a "must-have" online tool for many companies. With the addition of cobrowsing capabilities now integrated into chat, companies now have another powerful way to communicate with consumers.

Introduced in March of 2007, LiveLOOK is based on a patent-pending instant screen sharing innovation. Agents use LiveLOOK CoBrowse to securely see the consumer's screen, and help the consumer shop or find a solution to a question. LiveLOOK establishes a visual connection between agents and consumers instantly - with no software to download for either agent or consumer.

"We are continually looking for complimentary technology and best practices to maximize chat's potential for our customers," said Mike Lande, CEO of InstantService. "LiveLOOK's technology delivers significant value for our customers by providing a new visual way to interact with consumers that raises the bar on customer service and reduces shopping cart abandonment. We see this as an obvious evolution in our service toolkit for helping companies enhance the online experience."

With an industry average conversion rate at only 2.4% and shopping cart abandonment rate at more than 65%, many businesses have found that establishing a visual connection with consumers influences online behavior. Research shows that

visitors who have a visual link with the agent are more likely to buy, with a larger average order size.

"We share the same philosophy as InstantService which makes this partnership a natural fit," said Olga Cantarella, CEO of LiveLOOK. "We both believe in delivering memorable interactions between consumers and agents based on technology that is easy to use. The chat-cobrowse combination allows agents to choose the form of interaction that is most appropriate for the situation at hand. Seamless transition from chat to visual sharing results in an unparalleled online user experience that helps win and keep online customers."

### **About InstantService**

InstantService, Inc. is a leading provider of customer communication technologies for online businesses and contact centers. InstantService offers an integrated suite of live chat, email management, knowledge base, Web site analytics and lead capture solutions to increase sales and enhance customer service. InstantService is a hosted application that easily integrates with existing ecommerce and CRM systems, facilitating valuable relationships between companies and their customers - the first step of customer relationship management.

Over 350 companies trust InstantService's scalability, security and performance including VeriSign, H&R Block, Spiegel, Intuit, ProFlowers, McAfee, US Airways and DISH Network. To learn more about InstantService, visit <http://instantservice.com> to chat with a representative.

### **About LiveLOOK**

Named "Best Technology" at the Web 2.0 Summit in June 2007, LiveLOOK is an instant screen sharing company. LiveLOOK CoBrowse allows for an instant visual link between consumers and agents. LiveLOOK's patent-pending technology works on Windows, Mac and Linux with any web browser, and requires no software downloads for either consumers or agents. For more information about LiveLOOK, please visit <http://www.livellook.net/cobrowse.htm>.

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