

LiveLOOK Introduces “Help Me!”

New Support Service Enables Customers to Quickly Implement LiveLOOK Products

Newark, NJ — November 12, 2009 — This morning LiveLOOK, Inc., a leading provider of live online help Co Browsing tools to improve the online customer service experience, announced the availability of **LiveLOOK “Help Me!”**. This service can be seen at www.livlook.com/helpme and allows clients and contact center agents to quickly deploy **LiveLOOK Co Browsing** with their own logos and messaging on their own websites with minimal IT involvement.

“LiveLOOK ‘Help Me!’ provides a clear path for online sales and service organizations to quickly and efficiently deploy the LiveLOOK platform to their company’s infrastructure,” said Linda Ziembra, Vice President of Sales and Marketing with LiveLOOK. “And once they understand how the potential cost savings and improvements in customer satisfaction can improve their bottom line results, they are very enthusiastic about using LiveLOOK.”

The two most popular products are **LiveLOOK Co Browsing**, where a contact center agent can simultaneously view a customer’s screen and, with permission, take control of their mouse to guide them through complex transactions; and **LiveLOOK Assistant**, the first product to show a pop-up screen that proactively asks an online customer if they would like to “click-to-show” their screen to a live support contact center agent. A ‘yes’ response allows company reps to instantly screen share and view customers’ screens in real time, thereby reducing website abandonment. Agents also experience how quick and easy it is to resolve any customer service, sales or shopping issues that may arise.

Vastly Improved Customer Service

Many customers and call centers have already benefitted from using LiveLOOK products and services, resulting in dramatically shorter call-handling times and greater first-call resolution. All LiveLOOK co browsing and screen sharing products work in 3-5 seconds or less, because they operate at the browser level and do not require time-consuming software downloads or the need to bypass firewalls and security systems.

Founded in 2006, LiveLOOK, Inc. is a leading provider of live online help and customer interaction tools that enable companies to use Sales 2.0 tactics to meet customers' changing communication needs. LiveLOOK products establish instant visual connections between customers and sales/service staff to allow reps to view customer screens in real time while simultaneously communicating via phone or chat.

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LiveLOOK Assistant and LiveLOOK Co-Browsing are registered trademarks of LiveLOOK, Inc. in the United States and/or other countries.

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