LIVE LOOK

LiveLOOK Announces Live Chat Solution at ICMI Call Center Demo & Conference 2012

LiveLOOK Chat to premier at the most widely attended industry event of the fall in Dallas, Texas

Matawan, NJ – 10 October, 2012 – LiveLOOK, the leader in co browsing technology for sales and customer service, announced today at the ICMI Call Center Demo & Conference, the launch of its new Live Chat solution. A completely browser-based solution, **LiveLOOK Chat** meets LiveLOOK's established standard of fast, universally compatible, easy-to-deploy, and security-rich products.

What Makes LiveLOOK Chat Different

The LiveLOOK team developed **LiveLOOK Chat** in response to requests from existing co browse customers looking for a better way to chat **and** co browse in order to solve service issues and provide assistance during the online sales process. One of the major benefits of **LiveLOOK Chat** is the optimized integration of co browsing functionality within the agent console. Agents are able to suggest co browsing and launch a session with a customer within a matter of seconds and with just **one** click. The co browse display within the agent console is designed to make it easy for the agent to see the customer's screen, guide the customer through site content, and chat simultaneously. For the customer, the chat window stays positioned to allow for browsing and chatting simultaneously as well, resulting in an optimal customer experience during chat and co browse interactions.
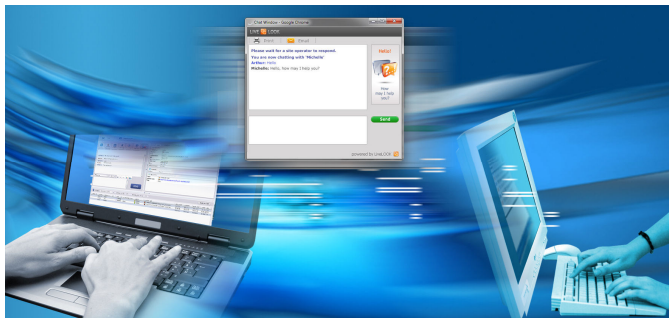
Another benefit to **LiveLOOK Chat** is the completely browser-based agent console. By keeping the agent console completely web-based, integrations with other systems and workflows is easier than ever, even within the most complex call center environments.

"We are really excited about our new Chat product," said Igor Khalatian, LiveLOOK's CEO. "We've built a solution that includes all the functionality that businesses are looking for, and streamlined it so it's faster, easier to use, and combines seamlessly with the co browse experience."

"We're thrilled that LiveLOOK has chosen Call Center Demo and Conference as the destination to preview their new live chat solution." said Laura Quinn, Events Manager for ICMI. "ICMI has long been a leader in the call center industry, and this event is the ideal venue for exhibitors to reveal their newest creations to an audience of qualified professionals who are actively seeking innovative solutions to their day-to-day challenges. We look forward to providing our attendees with a 'first look' at this exciting industry offering."

> *"47% of US consumers prefer to utilize online chat/instant messaging to resolve a customer service issue."*
>
> American Express 2011 Global Customer

The first release of **LiveLOOK Chat** is available immediately, and LiveLOOK is still accepting applications to participate in a Beta testing program for the next release.

Call Center Demo & Conference is produced by the International Customer Management Institute (ICMI), one of the call center industry's most respected organizations. **To find out more about Call Center Demo & Conference visit www.icmi.com/ccdemo**

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About ICMI
The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries through training, events, certification, consulting, and informational resources. ICMI's experienced and dedicated team of industry insiders, trainers, and consultants are committed to helping you raise the strategic value of your contact center, optimize your operations and improve your customer service. For more information, visit www.icmi.com.

ICMI is a part of UBM (www.ubm.com), a global live media and B2B communications, marketing service and data provider.

About LiveLOOK
LiveLOOK is an innovator in visual sharing and real-time online interaction. LiveLOOK's products enable instant-launch, universally compatible Web collaboration via screen sharing and live chat. Companies incorporate LiveLOOK's solutions into customer experience and online sales strategies in order to guide customers through resolution of service issues and completion of purchases. LiveLOOK has pioneered the most robust security and privacy options available for companies that collaborate with online customers, making LiveLOOK solutions especially attractive to financial organizations, online retailers, regulated industries and other companies interested in balancing exceptional service with best-in-class security. For more information, visit www.LiveLOOK.com

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