Videodesk
Top features

SUMMARY

This document presents some of videodesk's top features: file and video-sharing, co-browsing and live product demo tools. Each section includes a short presentation of the feature, an overview of the required equipment and a brief tutorial on how it works.

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Introduction

Videodesk is a flexible and powerful customer support tool which can serve many different purposes, depending on the options and features you decide to use. This guide describes some of Videodesk's top features and benefits to help you narrow down your choices when it comes to deciding which options will bring the most value to your customers and which you can do without.

File-Push

File-Push is videodesk's handy file-sharing feature. Live chat agents can conveniently share any type of PDF file with their customers during a conversation, via their videodesk back-office chat window. File-Push is an efficient way to send user manuals, instruction sheets, technical data and comparison charts.
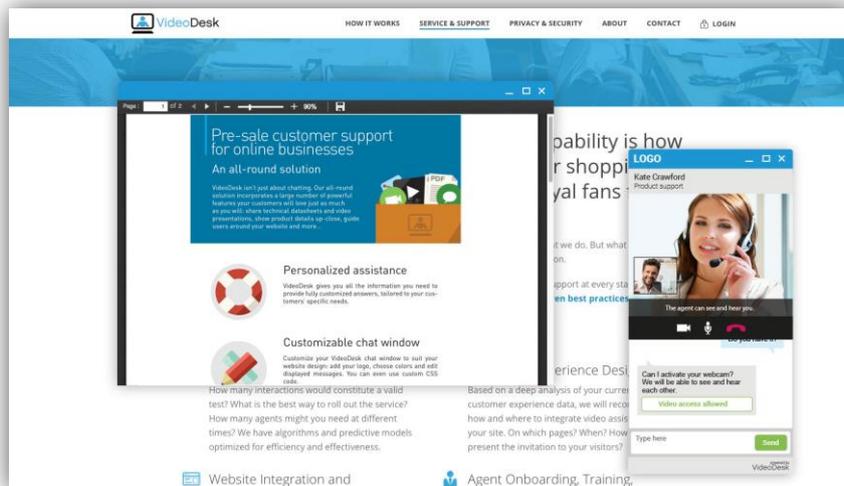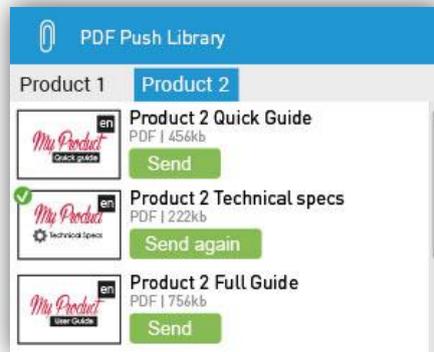

Required equipment

No specific equipment or installation is required on either end. The file-push feature works on all standard browsers and tablet devices.

How it works

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To transfer a file during a videodesk chat conversation, simply open the push library on the right-hand side of your conversation window.

Select the file you would like to share and click "Send".

The file will appear in a new window on the web-user's screen.

Users can scroll, save or print the document.

Video-Push

A similar feature to file-push is video push. Video-push is videodesk's video-sharing function and allows live chat agents to quickly share video tutorials and pre-recorded product demos via their videodesk conversation window.


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Required equipment

No specific equipment or installation is required on either end. The video push feature works on all standard browsers and tablet devices.

How it works

To share a video with your site visitors, open the Video Push Library on the right-hand side of your conversation window.

Select the video you would like to display and click "Send".
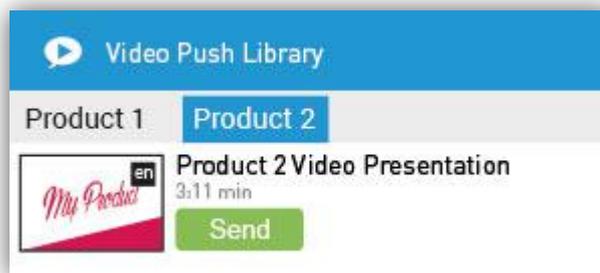
Shared videos are automatically displayed in a new window on the customer's screen.

Agents can monitor the customer's position while watching the video and resume the conversation once the video has ended. Both agents and web-users have access to basic commands such as Stop, Pause, Fast-forward and Rewind.

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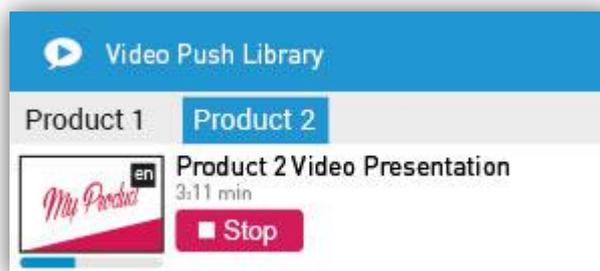
Product Camera

In addition to the main front webcam, agents can add a second webcam to their videodesk configuration.

This second camera, also referred to as Product Webcam, can be used to conduct live product demos, show product details up-close or even surprise users with a virtual tour of a show-room, hotel room or apartment for sale.
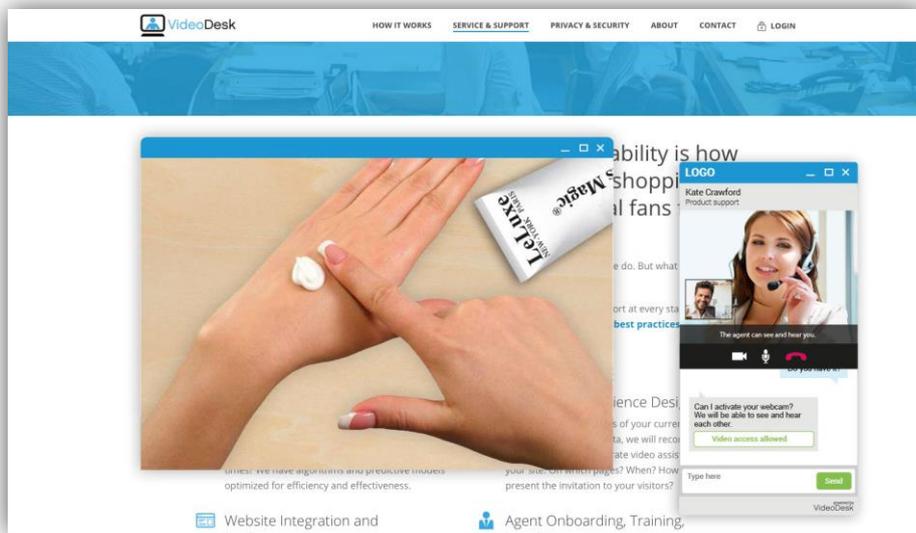
In physical stores, live product demos are known to **increase sales by a factor of up to five**. With videodesk online retailers have the same opportunity to boost conversions by **demonstrating their products and services online**, without ever leaving the desk.

Live demos build trust in a product by letting customers see firsthand how it works and how it could benefit them as individuals. This could be all you need to **convince hesitant buyers** to go through with their purchase.

Required equipment

No specific setup is required: all it takes is an extra camera set up according to the manufacturer's

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guidelines and conveniently placed next to the agent for easy access. The product webcam feature works on all standard browsers and tablet devices.

How it works

If you subscribe to the Product Camera option you will see the Product Webcam tab on the right side of your conversation window, with a list of available cameras to choose from.
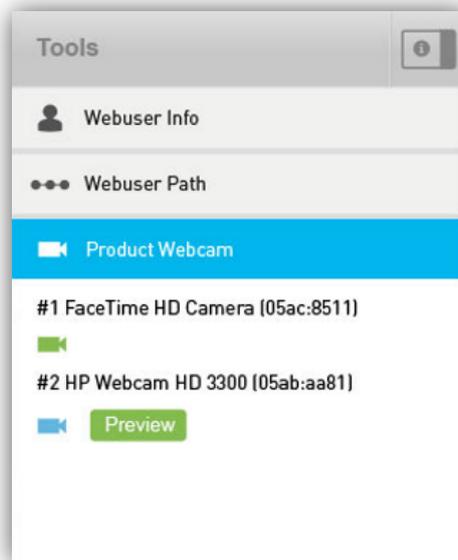
Select a camera, and click preview to view your second camera's live feed before sharing it with your customer. Click "show" to display it on the customer's screen.

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Co-browsing

Videodesk's co-browsing feature allows agents to see the exact pages their visitors are viewing and guide them personally around the website.

It works with text chat, as well as more interactive audio and video chat.

The feature is especially useful when customers are overwhelmed by wide selections of merchandise, when they're having trouble finding what they need, or when they need assistance in placing their order or specifying their purchase.

With co-browsing, agents can:

- Guide customers to the products/services they are looking for
- Highlight items of interest
- Click links and fill out forms
- Help customers check out

Required equipment

No specific setup or installation is required on either end. The co-browsing feature works on all standard browsers and tablet devices.

How it works

Once a conversation has been initiated with a customer, agents can start co-browsing by clicking on the co-browse button on the left-hand side of their conversation window.

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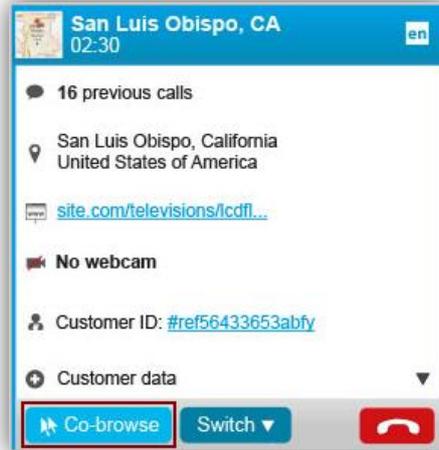
Two modes are available to suit all needs: highlight mode and control mode. Agents can easily switch between both modes via the control box at the top of the co-browse window.


- Highlight mode

In highlight mode, agents can point and click on specific areas which will immediately become highlighted on the customer's screen. Highlight mode can be used to show customers where to click while allowing them to maintain complete control over the navigation process.

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- Control mode

Control mode allows agents to take control of the customer's navigation on the website. The possibilities offered in this mode include clicking links, filling out forms and guiding customers through the checkout process.

This mode always requires specific permission from the customer.


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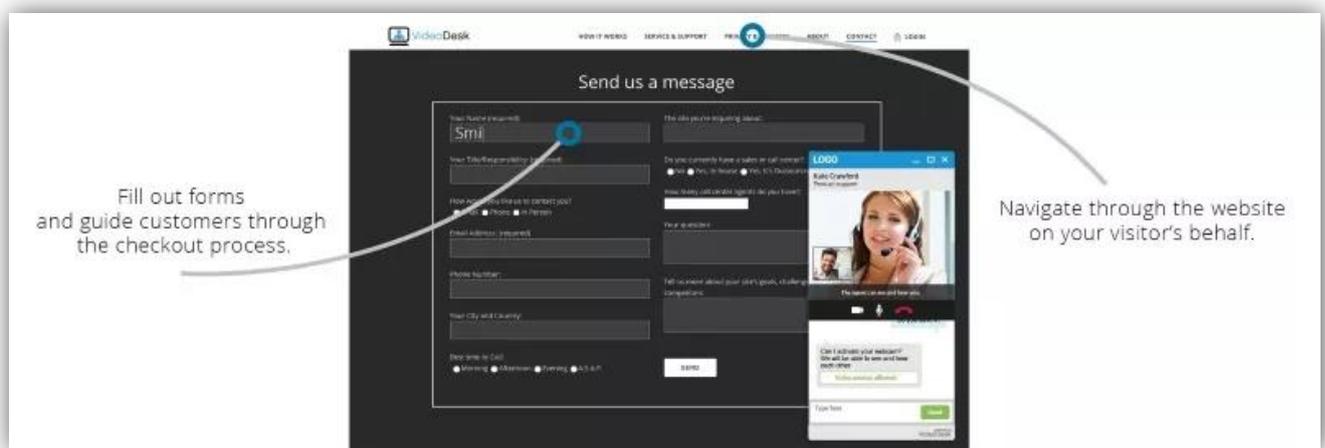
Screen-sharing

With videodesk's secure screen-sharing option, your agents can provide additional assistance to your online customers by giving them remote access to their screen directly through the browser.

They will be able to

- Guide your customers through your website
- Show them products and features
- Display presentations
- Provide remote support without ever leaving their computer
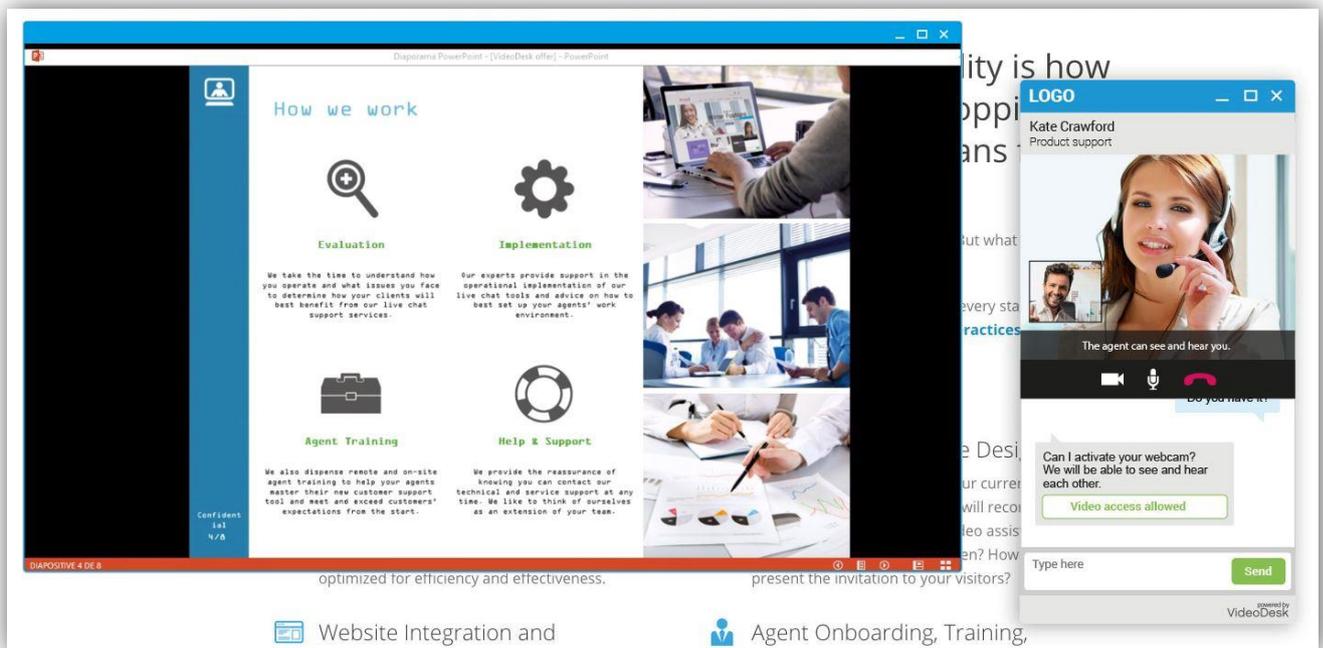
Required equipment

No specific setup or installation is required on your customers' end.

However, as this feature requires a Chrome extension (agent-side only), your agents must use computers which run the Chrome browser.

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How it works

After subscribing to the screen-sharing option, all your agents need to do is to download and install a simple Chrome extension.

This new option will automatically appear in their videodesk tool-box on the right-hand side of their conversation window.

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