

Pega® Co-Browse

The fastest way to securely help clients on your website and deliver satisfying customer experiences

A Pega Datasheet

Easy to engage, secure, and available across channels

Pega® Co-Browse is the fastest way to assist customers having trouble with self-service interactions, by giving customer service representatives (CSRs) the power to securely view the customer's web page with just a single click. With Pega® Co-Browse, customers gain the assistance they need without downloading software or using third-party plug-ins. Organizations can integrate Co-browse into their websites, with just one snippet of code.

Pega® Co-Browse also works with any mobile device and web browser, simplifying implementation and eliminating the need to worry about technical compatibility. The tool is highly secure and does not require any software downloads. Furthermore, it is well-suited for the most customer-focused and security-conscious organizations.

Companies are also able to:

- **Enhance the customer experience with a single click:**
Deliver an emotionally powerful, highly satisfying service experience by personally guiding customers through difficult self-service interactions – no downloads or installations needed.
- **Securely collaborate with customers anytime, anywhere:**
Provide the private, secure, co-browsing interactions customers demand.
- **Visually mask sensitive customer data:**
Enable business users to mask sensitive customer information visually, using 'point and click' setup functionality instead of cumbersome JavaScript tagging.
- **Improve first contact resolution:**
Teach customers how to use self-service interfaces correctly, to prevent repeat call-backs on the same issue.
- **Improve employee productivity:**
Reduce average handle times by cutting down on back-and-forth verbal descriptions of website content, by visually guiding customers through the website.
- **Train agents more quickly:**
Use Pega® Co-Browse recording and supervisor monitoring functionality to expedite agent training.

Challenge

If a customer is having a problem with your website, it can be difficult for you to diagnose and resolve the issue over the phone without seeing what the customer is seeing. Many times, customer service representatives (CSRs) spend too much time verbally explaining the product, or responding to endless chat sessions on how to resolve the issue. What a CSR needs is an easy way to visually guide customers through each web self-service interaction.

Solution

Providing easy-to-use live collaboration to online and mobile customers, Pega® Co-Browse lets users jointly view the same web pages. With this application, representatives can help customers in real time, by seeing what they see on a website and guiding them to complete their task, no matter what device or platform they are using. Customers gain the assistance they need with just one click – there's no need for downloads or installations.

Easy to engage customers

- There are no downloads, installations, or plug-ins required.
- Web teams can tag the organization's web pages with a line of JavaScript, and Pega® Co-Browse is ready to be used with the tagged website.
- Customers can share their web page with a single click. CSRs can then view the customer's website activity on their screen, just as if they are looking over their shoulder.
- CSRs can easily point out places on the website by highlighting and guiding customers with visual cues, to find what they are looking for.
- CSRs can engage customers in their language, as Pega® Co-Browse supports English, Italian, French, German, Spanish, and Portuguese.



Easy to Engage

Private and secure

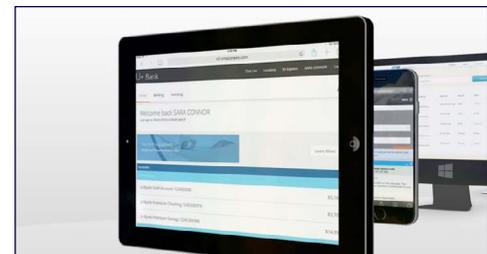
- Unlike screen sharing, CSRs only see the customer's web page—not any of their other open browser tabs, or the applications on their computer.
- Visually masking fields using point and click functionality allow organizations to hide private customer data, such as account information or address details, so that this data is only viewed by the customer and not the CSR.
- Pega® Co-Browse encrypts all data transport over the public internet via industry-grade 256-bit SSL/TLS Encryption. It never stores any website's HTML content inside a database or within a log file.
- Browse content from 3rd party sites where iFrames are common, like e-signing documents, annual enrollment, and loan approvals



Private and Secure

Available across channels

- Compatible with Macs, PCs, iPhones, iPads, iOS, and Android devices.
- Available for multi-tenant SaaS, and on-premise.
- Allows for integration with Pega® Chat or other chat platforms.
- Works with all major browsers and operating systems, including Internet Explorer, Microsoft Edge, Firefox, Safari, and Chrome.
- Ability to support a single co-browse session that can span both main and sub-domains; ideal for websites that include self-hosted and third party solutions.



Available across platforms