

# GoToAssist Chat

## GoToAssist Lets You Provide Live Chat in Two Ways

### Key benefits

- Serve customers through multiple channels.
- Faster into session — No software download.
- Increase client satisfaction by immediately responding to queries.
- Reduce inbound call volume.
- Run multiple chat sessions simultaneously.
- Quickly respond to prospects shopping on your website.
- Consolidate chat & remote support in one platform for easy training & management.

Live chat gives your support organization an instant communication entry point between your customers and your business. With web-based chat, your contact center can expand and customize how it connects to customers. Live chat helps to increase sales and customer confidence, improve customer support, reduce support costs and boost support rep productivity.

Citrix Online offers two types of chat solutions for support organizations. The first chat option is a feature of the market-leading remote support tool, GoToAssist®. The second option is FastChat™, a standalone chat-only product. This web-based chat service does not require any software download. With GoToAssist FastChat and its expanded management tools, businesses can provide instant, live chat from a website.

## What is GoToAssist Remote Support with Chat?

GoToAssist Remote Support enables contact center and helpdesk managers to improve customer satisfaction, increase first-time call resolution and reduce costs. Its comprehensive feature set allows support reps to view and control remote desktops over the web for instant, personalized support. Live web-based chat is a standard feature of GoToAssist. A simple portal setting allows you to immediately chat with customers using an intuitive user interface. If a chat session needs to be escalated to a full screen-sharing remote support session, it's an easy one-click. Support reps can then view the customer's screen and run diagnostics, transfer files, reboot/reconnect, use annotation tools and run as a service.

[www.gotoassist.com](http://www.gotoassist.com)

## What is GoToAssist FastChat?

GoToAssist FastChat is chat-only support tool with an advanced management and administration center. Its instant communication method requires no download, so you and your customer can immediately communicate in an intuitive chat interface. The customer simply begins typing in a web form hosted on your website and you're connected to your customer.

Our stand-alone chat product, FastChat, is built for organizations who do not need to view and control remote desktops. FastChat provides a lower-cost option for delivering support to customers through an instant chat interface. If more complex support is necessary to resolve the customer's issue, the session can be transferred to a support agent with a full GoToAssist Remote Support subscription for access to and control of the customer's computer.

## Why use chat?

Quick connection times combined with an easy-to-use interface means simple problems can be resolved faster, lowering the inbound call volume and increasing team productivity.

## Customers

Many customers today prefer online channels over phone support. Hold times are reduced or eliminated altogether, and a chat connection is more convenient for customers who are already online.

## Agents

Representatives can specialize in one support tool – GoToAssist. Use GoToAssist Remote Support with Chat for greater flexibility, and representatives can provide both chat and screen-sharing support. The session can begin as online with chat and if more advanced support is needed, reps can upgrade to Screen Sharing (download required). Use GoToAssist FastChat when you don't need to view your customer's desktop or use other tools available with GoToAssist Remote Support like remote diagnostics. In either GoToAssist Remote Support with Chat or FastChat, reps can utilize the built-in Team Collaboration functionality.

## Organizations

Contact centers and help desks reduce costs and administrative time by managing chat and remote support subscriptions together. All dashboard metrics, session logs and performance metrics are accessed in the GoToAssist Management Center.

## Connection methods

GoToAssist offers multiple connection methods. Customers can request technical support by calling a contact center or by visiting a company's website.

**Online** – customers request support from a website form or button. Intelligent routing technology and broadcast-to-all are available.

**Phone** – technicians invite customers to join a support session by entering a connection code on a website.

| Feature & Functionality      | GoToAssist FastChat | GoToAssist Remote Support with Chat |
|------------------------------|---------------------|-------------------------------------|
| Chat with Customer           | Yes                 | Yes                                 |
| Applet Download Required     | No                  | Configurable                        |
| Screen Sharing               | No                  | Yes                                 |
| Branding Capabilities        | Yes                 | Yes                                 |
| <b>In Session Features</b>   |                     |                                     |
| Multi-Session                | Yes                 | Yes                                 |
| Session Transfer             | Yes                 | Yes                                 |
| Escalation to Remote Support | No                  | Yes                                 |
| Canned Messages              | Yes                 | Yes                                 |
| Web Page Push                | Yes                 | Yes                                 |
| Team Collaboration           | Yes                 | Yes                                 |
| File Transfer                | No                  | Yes                                 |
| Diagnostics                  | No                  | Yes                                 |
| Reboot/Reconnect             | No                  | Yes                                 |
| Annotation Tools             | No                  | Yes                                 |
| Run as a Service             | No                  | Yes                                 |
| <b>Management Tools</b>      |                     |                                     |
| Management Center            | Yes                 | Yes                                 |
| Easy Administration          | Yes                 | Yes                                 |
| Record Session Data and Logs | Yes                 | Yes                                 |
| Centralized Reporting        | Yes                 | Yes                                 |
| Customer or Rep. Surveys     | Yes                 | Yes                                 |
| Manager Silent Monitoring    | Yes                 | Yes                                 |
| Real-time Monitoring         | Yes                 | Yes                                 |



### Citrix Online Division

7414 Hollister Avenue  
Goleta, CA 93117  
U.S.A.  
T +1 805 690 6400  
info@citrixonline.com

### Media inquiries:

pr@citrixonline.com  
T +1 805 690 2969

### Citrix Online Europe Middle East & Africa

Citrix Online UK Ltd  
Chalfont Park House  
Chalfont Park, Gerrards Cross  
Bucks SL9 0DZ  
United Kingdom  
T +44 (0) 800 011 2120  
europe@citrixonline.com

### Citrix Online Asia Pacific

Level 3, 1 Julius Avenue  
Riverside Corporate Park  
North Ryde NSW 2113  
Australia  
T +61 2 8870 0870  
asiapac@citrixonline.com

### About Citrix Online

Citrix Online provides secure, easy-to-use online solutions that enable people to work from anywhere with anyone: GoToMyPC® for remote access, GoToAssist® for remote support, GoToManage® for IT support and monitoring, GoToMeeting® for online meetings, GoToWebinar® for web events and GoToTraining® for online training sessions. A division of Citrix Systems, Inc. (Nasdaq: CTXS), the company is based in Santa Barbara, California.

©2011 Citrix Online, LLC. All rights reserved. Citrix® is a registered trademark of Citrix Systems, Inc., in the United States and other countries. GoToAssist®, GoToManage®, GoToMeeting®, GoToMyPC®, GoToTraining® and GoToWebinar® are trademarks or registered trademarks of Citrix Online, LLC, in the United States and other countries. All other trademarks and registered trademarks are the property of their respective owners.