# Rescue

by LogMeIn

Rescue Live Guide:

Who Needs Co-Browsing?

If you offer online services, you'll benefit from co-browsing—and so will your customers.

Live Guide

Co-browsing with Live Guide lets customer-facing team members visually guide customers through online tasks on any web domain. It's entirely browser based, so whether your teams are remotely distributed or in a contact center, all they need to get started is a computer and an internet connection.
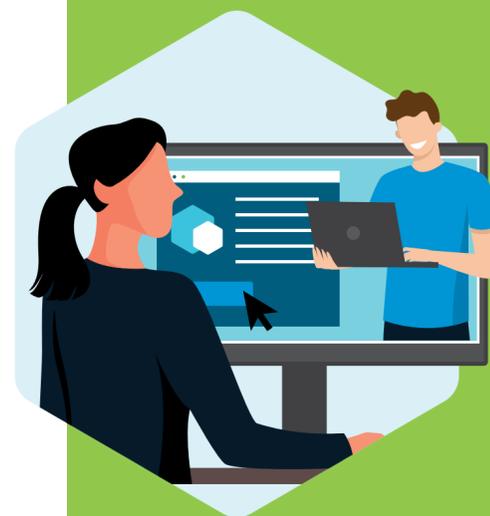
Purpose-built for frictionless experiences

The problem with phone and chat support is that people have to describe what they're seeing. The customer and agent sit blindly on opposite sides of the problem, focused on trying to understand each other. Live Guide eliminates this barrier to understanding. Instead, the customer and agent share a common view of the issue and a frustrating verbal exchange becomes frictionless, collaborative problem-solving.

Safe, appropriate access

Live Guide is designed to nurture trust with customers while reducing risk and liability for the business. Built from the ground up with security in mind, it offers bank-level security protocols and is optimized to guard against fraud. It also connects via an isolated browser on the cloud—never to the end user's device. Features like data masking and button blocking give agents appropriate access while reassuring customers that their personal information stays safe.

	Who needs it	Services it helps with	Overview
Account Support	✓ Customer service agents	✓ Amending a subscription ✓ Updating billing information ✓ Changing settings	Driving down customer service handling times and costs is key. When agents can see what the customer sees on their screen, it's easier to help—and average handling times go down. And because every co-browsing experience is a mini training session, customer dependency on support goes down over time. That means better digital engagement, reduced customer effort, and lower customer service costs.
Form Conversions	✓ Customer service representatives ✓ Loans and mortgage officers ✓ Insurance agents	✓ Completing complex forms for considered purchases, such as online loan applications ✓ Filling out warranty information ✓ Submitting a claim ✓ Providing banking information	Would you be satisfied with online chat when navigating a complex loan application? Neither would your customers. If forms are crucial to your business model—such as having customers fill out loan applications or insurance claims online—you need fewer drop-offs and a smooth, easy customer experience. Co-browsing lets agents give customers a white-glove online experience, which means more form completions and more business.
Onboarding and Training	✓ eCommerce agents ✓ Customer success agents ✓ Trainers	✓ Delivering training sessions for online software ✓ Introducing users to a knowledge base ✓ Accelerating product adoption	Learning is much faster and more effective when we can do the task ourselves rather than watching someone else do it. Live Guide is purpose-built to help you get customers up and running quickly with your products and services. Offer a frictionless onboarding and training experience that helps improve productivity with shoulder-to-shoulder guidance.

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See Live Guide In Action!

Find out how Live Guide co-browsing can help your organization. Visit us today to see Live Guide in action. It's free, easy, and just takes a few minutes.