

The demand for mobile engagement is greater than ever before. You hear about it all the time and you see it in your mobile traffic levels. Mobile internet access will soon overtake desktop access, and customers now expect mobile experiences that rival their desktop counterparts. *Are you prepared to meet that expectation?*

Even beyond expectations are real customer needs and opportunities. Customers on-the-go are more likely to be in need of immediate information. Not being tethered to a desktop, they are far more likely to be in a store or business, actively in the process of making a purchase decision. *Are you prepared to help them make that decision?*

Just as live real-time chat has become a strategic part of your desktop website, it should play an equally important role on your mobile app or mobile site, where the need for real-time engagement—and the expectation of immediate response—is typically even greater!

Taking the Leading Chat Solution into the Mobile Space

As the leading provider of real-time customer engagement solutions, LivePerson has helped global companies extend their brand promise into the mobile space, and engage both prospective and existing customers wherever they are.

LivePerson’s mobile chat solutions provide exceptional chat experiences through seamless integration with native iOS applications as well as iOS- and Android-optimized mobile sites. Implementation is “plug and play”, and the solution is fully integrated within your existing LivePerson chat infrastructure, avoiding any additional operational overhead.

Key Benefits

Meet Demand and Expectation. Provide your customers with the mobile access they demand and the premium mobile experience they expect.

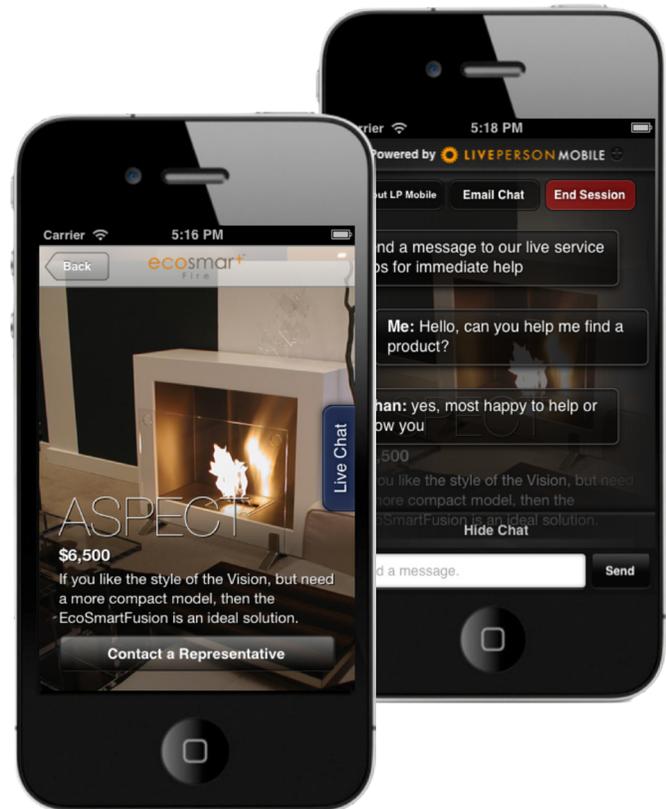
Drive Business, along with customer satisfaction and brand loyalty by providing access to live agents wherever your customers are—on the go or in your store!

Increase Operational Efficiency. LivePerson has found that the average handle time of live chats on mobile devices is typically one-third that on PCs.

Quick and Easy to Deploy. With “plug-and-play” installation and full integration with your existing LivePerson solution, kick-off to go-live can usually be completed in two to three weeks.

Peace of Mind. The most advanced plug-and-play mobile solution on the market today, delivered by the leader in online engagement.

Mobile-optimized, non-invasive chat windows ensure a superior user experience. LivePerson’s Tap-to-Chat tab allows users to Continue browsing your app while chatting with an agent.



Advanced Functionality for a Superior Mobile Chat Experience

Mobile chat solutions are not desktop chat solutions running on mobile devices. The mobile channel comes with a unique set of needs and best practices which are crucial to the success of your mobile chat program.*

Functionality includes:

LivePerson Integration. Seamless integration with your existing deployment, reporting, and LivePerson Agent Console, including dynamic chat interaction (e.g. customer sees when agents are typing, transferring files, etc.). Fully supports visitor profiles, multiple queues, and skill-based routing.

Mobile Best Practices Support for Agents. Solution supports mobile best practices, ensuring the best possible mobile experiences. For example:

- **Mobile User Identification and Alerts.** Agents can identify and prioritize on-the-go customers, who often have more urgent needs and expect faster response times.
- **Mobile Canned Responses.** Agents can select from a separate list of mobile-optimized canned responses, keeping responses as brief as possible and without hyperlinks.

Smart Reconnect™. Automatically reconnects customers to their current chat session whenever cellular service drops off or the connection is lost.

Screen Sharing. At their discretion, customers can share their live mobile screens with their chat agent.

Visual Cues. Agents can “point” to locations on the screen, showing customers where to tap, swipe, or flick.

Customer Information. Agents can see a broad range of information such as the type of mobile device being used, the carrier, the product being viewed, etc.

Location Mapping. With GPS-enabled apps, agents can view a map, indicating the exact location of the customers they’re chatting with.

View-Based Navigation. Agents can display a button in the chat window to easily guide users to a particular product or page.

Change/Hide Chat Button. Chat button can automatically change or be hidden when agents are not available.

About LivePerson

LivePerson, Inc. (NASDAQ: LPSN) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This “intelligent engagement” is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson’s platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson received the CODiE award for Best Content Management Solution in 2012 and for Best Ecommerce Solution in 2011, and has been named a Company of the Year by Frost and Sullivan in 2011. LivePerson is headquartered in New York City with offices in San Francisco, Atlanta, Tel Aviv, London and Melbourne.

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*Some variation in functionality exists between iOS and Android, and between mobile apps and mobile sites. Speak with your LivePerson representative for complete details.