

BOLDCHAT[®] Pro Services



Highlights

- Guaranteed Performance
- Free Live Chat Website Evaluation
- Four Tiers of Known Best Practices
- Dedicated Account Representative
- User Group Access
- Documented Recommendations

Introduction

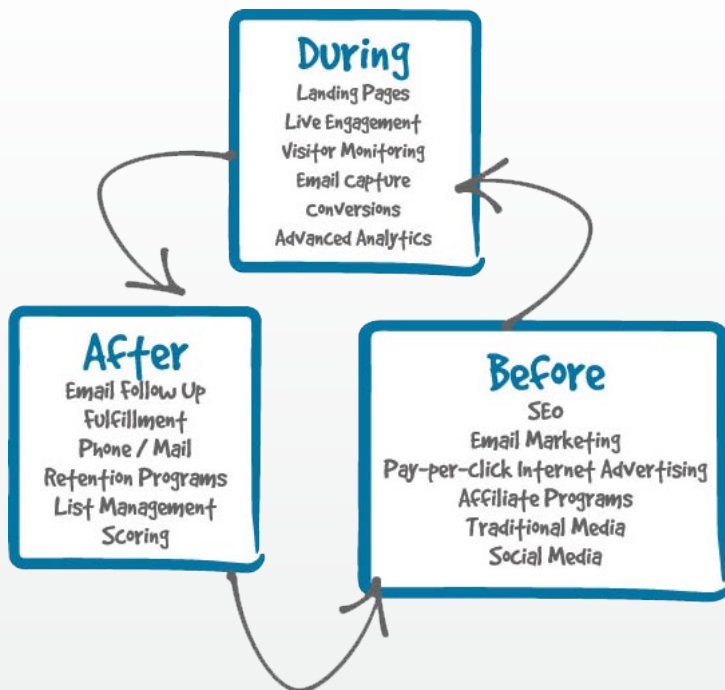
From beginning implementations to advanced optimization, we have a professional services engagement tailored for your needs. Depending on your experience with live chat technology and the goals you hope to achieve, we're confident that one or more of our tiered offerings can help you get where you're going in the fastest and most cost efficient way possible.

Our Mission

Besides your complete satisfaction, our ultimate goal is to empower you and your team to take control of your own implementation. Our professional services experts train along the way so that you become experts in your own right.

The Click Lifecycle

During professional services engagements with us, we will seek data and inputs from all stages of the click lifecycle in



order to identify the most impactful opportunities for Bold Software capabilities. We will then plan them, execute them, measure them, and recommend changes based on what we learn. Most of our recommendations will revolve around our own products. But not always.

Getting Started

The best way to get started is to request a free live chat website evaluation from an expert on our team. We secret-shop your site, engage in live chat, and determine how well your implementation adheres to known best practices. This analysis helps you to determine the right level of service for your organization. Learn more at:

www.BoldChat.com/services

Guaranteed Pricing & Methodology

Either based on a free website evaluation as described above, or through a free phone consult, you, along with your Bold Software professional services representative, will determine the right tier of service for your business.

Tier 1	Deploy & Train	\$300/mo
Tier 2	Best Practices	\$400/mo
Tier 3	Growth & Conversions	\$500/mo
Tier 4	Optimization	\$1000/mo

Each tier is structured as a 90-day engagement. Our four tiers of professional services engagements ensure the right guidance no matter what stage your live chat implementation is in.

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How it Works

Each tier of services includes a combination of interaction and consultative techniques aimed at maximizing your time and the effectiveness of the engagement.

- **One-on-One Phone Calls:** You'll interact directly and regularly with your Bold Software professional through scheduled and as-needed telephone conversations.
- **Mini-User Groups:** Facilitated by your Bold Software representative, these interactive sessions bring together a small group of customers all at the same stage of deployment and/or optimization.
- **Written Documentation:** Most commonly delivered via email, a series of deliverables (assessments, recommendations, benchmark comparison reports, etc...) are included in each tiered program.

The Programs

Each of the tiered offerings is described here. If you're unsure about the right program for you, let us help. Learn more at: www.BoldChat.com/services

1 **Tier One: Deployment, Implementation, & Training**

Perfect for: New customers, customers undergoing significant website redesign, new supervisors

Description: This professional services engagement helps customers get off on the right foot with live chat. It includes customization of chat buttons and windows, complete agent training, canned messaging set up (including foldering), interface customization, permissioning, department set up, alert customization, visitor monitoring deployment, report template creation, report scheduling, and email management set up.

2 **Tier Two: Best Practices**

Perfect for: Moderately experienced customers, customers thinking about dedicating more resources to chat, customers evaluating effectiveness of chat

Description: This engagement option relies on an extensive series of best practices developed by Bold Software and tested in hundreds of successful deployments. It includes

frequent website assessments, a comprehensive comparison of your live chat implementation to known performance benchmarks, research based insights tailored to your vertical market, best practices, recommendations based on website analytics and chat report analysis, canned messaging review, and chat agent KPIs (key performance indicators).

3 **Tier Three: Growth & Conversions**

Perfect for: Experienced customers, customers wanting to transition live chat from a support role to a sales role, customers wanting to implement proactive chat invitations.

Description: This program focuses on using live chat to drive more website sales. It is intensely focused on implementing proactive chat, conversion tracking, and split testing. Your Bold Software expert will assist you with both the strategic planning necessary for this activity as well as the tactical, hands-on, implementation. The program is grounded in proprietary research about shopper's attitudes toward proactive chat.

4 **Tier Four: Optimization**

Perfect for: Experienced customers, customers wanting to maximize live chat's role on their website

Description: Our most advanced program relies on thorough and regular analysis of performance reporting, chat histories, conversion tracking data, website analytics, and third party data. The program is devoted to the measured implementation of incremental changes in order to achieve your goals.

