

Proactively engage visitors whenever, wherever, on any device.

Mobile Engagement Highlights

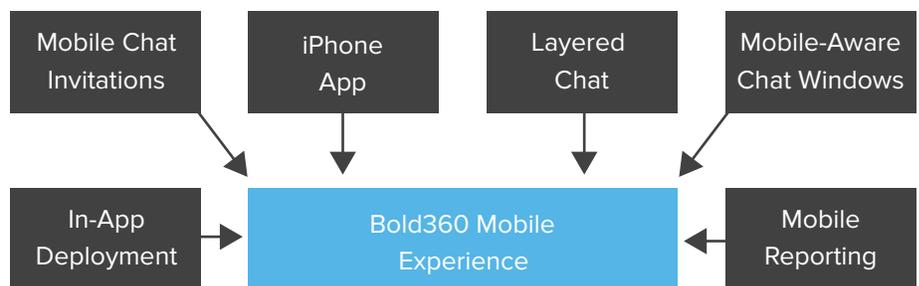
- Boost your mobile commerce sales by engaging customers while they shop from any device
- Customization options empower you to provide a consistent brand experience and level of service to mobile customers
- Increase chat effectiveness with unique proactive chat rules and invitations for mobile visitors

The rise of mobile devices have changed the way we communicate, the way we work, and the way we shop. Mobile devices give power to the consumers. Constant connectivity allows for easy access to endless information providing customers with multiple purchase options.

In eCommerce, mobile shopping is sharply rising. According to Forrester, 29% of all U.S. eCommerce transactions will occur on a tablet or mobile phone this year, totaling \$114 billion. By 2018, that percentage will rise to 54% of the total \$414 billion in eCommerce sales.ⁱ All of this information points to the fact that mobile is not just a trend, it's a reality. A reality that forces businesses to change the way they engage with their customers.

Mobile users also act differently. Visitors to a mobile commerce site likely spend less time overall on the site in one sitting, but are more frequent repeat visitors. Time on page, total pages visits, and similar visitor metrics can be vastly different for the mobile customer. Similarly, providing support to the mobile user has its own set of unique challenges including connectivity concerns, readability, and more.

Bold360's approach to mobile chat has six key features contributing to one goal. Mobile chat invitations, mobile-aware chat windows, layered chat, in-app deployment, our iPhone App, and mobile reporting all enable the optimization of the mobile experience for both the visitor and the agent.



Deploy Chat In-App

Bold360 offers a mobile SDK which enables customers to embed chat directly in native iOS and Android apps. By adding chat within apps, visitors have the ability to chat with an agent without ever leaving the app, creating a seamless engagement experience. Bold360's elegantly designed in-app chat can easily be deployed with minimal code, and developers can fully customize and implement chat using the mobile SDK.

Mobile Chat Invitations

Bold360 enables you to create an entirely unique set of proactive chat rules and invitations tailored for mobile visitors. You've first got to create rules, but

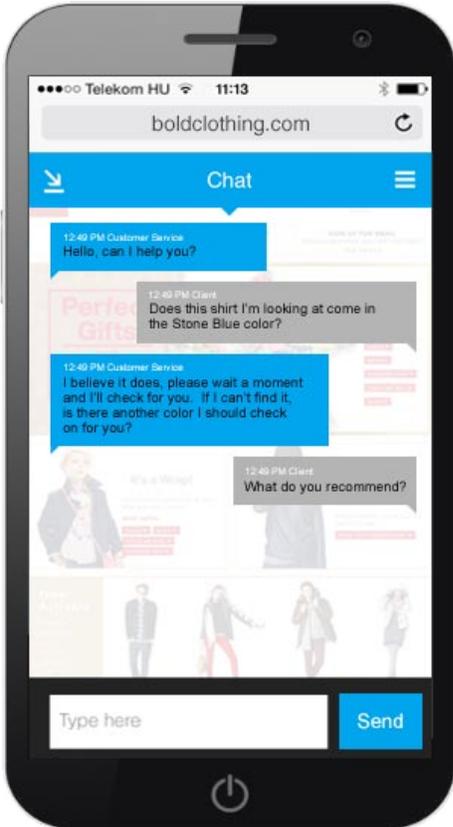
ⁱForrester Research, "US Mobile Phone And Tablet Commerce Forecast, 2013 to 2018", 12 May 2014

then you need to present an invitation that contemplates and complements the aesthetic boundaries of mobile devices.

Bold360, by default, includes specially designed invitations that render beautifully on mobile devices in order to maximize customer engagement, whenever and wherever customers want. Users have complete control over the design elements of the invites or can simply design their own.

Mobile-Aware Chat Windows

Chat windows are an interactive extension of your brand and need to function flawlessly regardless of the device your customers choose to use. Bold360's windows are mobile aware and automatically sense and adjust if they are rendering on a mobile form-factor.



Once Bold360 detects the mobile device, several adjustments are made in order to ensure a clean and pleasant chat experience, even when the device is rotated. Chat messages are kept at the bottom of the chat window even when a virtual keyboard slides up, font sizes change if necessary, scrolling becomes automatic, and using the “enter” keyboard button acts like a “send” action in the chat window.

iPhone Application

The Bold360 iPhone App means that you'll never have to miss an opportunity for live engagement. You'll see a complete and real-time list of visitors currently on site, be able to proactively invite visitors, drill down into visit details to see referring information, and more. The App is available in the App store for a one-time fee of \$4.99.

Layered Chat

The most seamless mobile customer experience can be achieved using Bold360's layered chat technology, which superimposes the conversation directly onto the webpage with a semi-transparent window. During the conversation, the visitor can minimize the chat with a tap, swipe, or via a menu selection. When minimized, the chat is encapsulated in a small icon which visually indicates when an operator has sent a message. The window stays with them, even if they change website pages.

Customers are empowered to control the aesthetics of the chat experience. With layered chat windows, customers can modify colors and text, change transparency settings, and customize after-chat iconography.

Why Mobile?

Introducing a live chat solution to your eCommerce strategy:

- Increases conversion rates,
- Improves customer satisfaction, and
- Increases dollars spent per purchase

But, mobile commerce is the future. Don't miss out on the revenue opportunity. Duplicate the live chat results and customize your mobile chat experience to fit your customers needs.

[FOR MORE INFORMATION, VISIT BOLD360.COM](http://BOLD360.COM)