

CO-BROWSING: THE GATEWAY TO HAPPY CUSTOMERS & BETTER FINANCIAL RESULTS

February 2016

Customer satisfaction doesn't have to come at an additional cost for businesses. This report highlights how the use of co-browsing helps contact centers improve customer satisfaction rates while reducing costs — and growing company revenue.

→ **Omer Minkara**, Research Director,
Contact Center & Customer Experience Management



Customers want easy and efficient resolution to their needs. Giving agents contextual insights to those needs through co-browsing helps firms meet this demand.

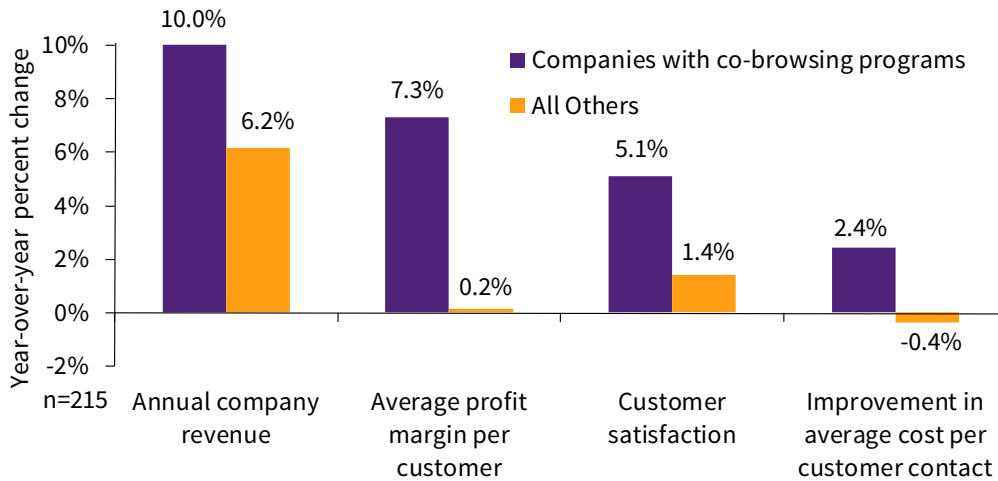
The ability to deliver support in the right context boosts agent productivity and maximizes customer experience results.

The pursuit to personalize customer conversations is a common objective across almost all businesses. A lack of insight into the precise needs of the customer extends handle times of issues, results in poor utilization of contact center agents, and ultimately frustrates customers.

Companies looking to truly personalize customer conversations must enable agents with the right insights and tools to deliver contextual support. This is where co-browsing (see sidebar on next page for definition) comes in. By enabling contact center agents to view and manage specific applications such as a web page or a digital document, companies using this technology are essentially putting the agents in the customers' shoes. Figure 1

shows how the use of co-browsing influences organizational success across various key measures.

Figure 1: Co-Browsing Helps Accomplish Key Contact Center Objectives



Source: Aberdeen Group, February 2016

Co-browsing influences company success across three key performance areas. Let's now take a closer look at those areas while also highlighting how companies with co-browsing use the power of this technology to maximize their results.

Ensure customer satisfaction: In the world of contact centers, all roads must lead to happy customers. Figure 1 shows that co-browsing is helping companies accomplish far greater annual improvement in customer satisfaction scores, compared to companies without this technology (5.1% vs. 1.4%). This is primarily achieved by minimizing customer effort through the ability to have the client and the contact center agent jointly navigate an application in real time. This process reduces the time it takes the agent to diagnose the issue and address it, resulting in lower handle times. When customers get their issues addressed sooner, they are more likely to be satisfied from the interaction.

Definition: Co-browsing

For the purposes of this research, “co-browsing” refers to the ability to have a service provider and customer jointly navigate an application (e.g., web page, digital document, or mobile application) in real time through the web. Both the customer and the agent can access the content through numerous modalities, including desktops, tablets, and smart phones.

In addition to a joint view of the same applications, the parties involved in the co-browsing session can also interact with one another through numerous communication mediums, such as voice and video, using functionalities such as “click-to-call” or “click-to-view.”

While screen share is often a part of the capabilities related to co-browsing, it only allows one party to command control of the application, whereas co-browsing enables both parties (customer service representative and client) to command control.

A company with \$10 million in annual support costs could save \$280,000 each year by deploying co-browsing.

25%

of contact centers currently utilize co-browsing as part of their business activities.

Reduce support costs: The ability to reduce the time it takes to diagnose customer issues and decrease handle times points to efficiency gains in the contact center. In other words, in companies where it takes less time to handle client needs can now reallocate the savings in agent time to serve other customers. This helps improve agent utilization rates and, as a result, reduce labor costs. In fact, data shows that companies with co-browsing enjoy a 10% greater agent utilization rate, compared to those without it (65% vs. 59%).

The cost savings that result from making better use of agents' time is a key factor to consider when evaluating and building the business case for co-browsing. While adding this technology entails additional investment, companies recoup these costs in the form of cost savings and incremental revenue. Specifically, for the former, companies using co-browsing enjoy a 2.4% annual improvement (decrease) in support costs year-over-year, compared to a 0.4% increase by those that don't have this technology. Assuming that a company incurs \$10 million in support costs each year, this 2.8% gap between support costs means that co-browsing users enjoy \$280,000 (\$10 million times 2.8%) in savings each year, compared to peers not using this technology.

Drive revenue growth: While reducing support costs helps contribute towards recouping the costs incurred when investing in co-browsing, incremental revenue growth is yet another factor. To this point, firms with co-browsing enjoy 61% greater year-over-year growth in annual company revenue, compared to All Others (10.0% vs. 6.2%). The net impact of reduced support costs and increased top-line revenue includes boosting the customer profit margins in those businesses. In fact, while co-browsing users achieve a 7.2% annual increase in this key metric, others experience a minimal change of 0.2%.

Growth in revenue when using co-browsing is a benefit of providing agents with contextual insights of customer needs. For example, when an agent is co-browsing a customer screen to resolve a software issue, they can provide the clients with relevant cross-sell and up-sell offers related to the specific product used by the customer. This helps ensure that those offers are well-aligned with the needs of the buyer. Such contextual insights, when coupled with savvy agents who are trained on how to identify and pursue cross-sell and up-sell opportunities, are invaluable. They enable agents to convert contact center interactions into revenue-driving activities.

An important note to make when using co-browsing and pursuing cross-sell and up-sell offers is to implement this activity based on agent skills. If the agent co-browsing the customer screen is not knowledgeable on how to identify and present customized sales offers, then providing the offers before resolving the customer issue or offering products that don't align with buyer needs will likely frustrate clients. If contact center agents in your business are not yet ready to masterfully provide cross-sell and up-sell offers, then we recommend that once the interaction is complete they share observations on client needs with business development or account management colleagues. This way, co-browsing activities will enable other stakeholders in your business to pursue cross-sell and up-sell opportunities.

Key Takeaways

Getting customer experience right is a top priority for today's contact centers. For many firms, this means incurring additional costs in hopes of improving customer satisfaction results. In this document, we noted that companies don't need to face a trade-off between spending more and creating happy customers. In fact, the opposite is true; we learned that companies that add co-browsing to their technology toolbox improve client

Smart use of co-browsing converts the contact center from a cost center into a profit center.

- ➔ [Read the full report, “Omni-Channel Customer Care: Best-in-Class Steps to Success”](#)
- ➔ [Related Research “Agent Desktop Optimization: Three Strategies to Maximize Agent Productivity & Customer Experience”](#)

satisfaction results while reducing support costs and driving incremental revenue.

The primary reason that contact centers are able to accomplish the aforementioned results is that agents are provided with a contextual view of customer issues. In addition to viewing client issues, co-browsing users are also able to remotely address them. If you're currently using co-browsing — or planning to deploy it — we highly recommend that you provide agents with a unified view of the customer interaction history gleaned from their activity across multiple channels. Doing so will help agents both view the customer issue in context, and gain deep insights into client profiles. Collectively, those will help savvy contact center agents personalize conversations and ensure consistency of the messaging delivered throughout the customer journey.

About Aberdeen Group

Since 1988, Aberdeen Group has published research that helps businesses worldwide improve their performance. Our analysts derive fact-based, vendor-agnostic insights from a proprietary analytical framework, which identifies Best-in-Class organizations from primary research conducted with industry practitioners. The resulting research content is used by hundreds of thousands of business professionals to drive smarter decision-making and improve business strategy. Aberdeen Group is headquartered in Boston, MA.

This document is the result of primary research performed by Aberdeen Group and represents the best analysis available at the time of publication. Unless otherwise noted, the entire contents of this publication are copyrighted by Aberdeen Group and may not be reproduced, distributed, archived, or transmitted in any form or by any means without prior written consent by Aberdeen Group.