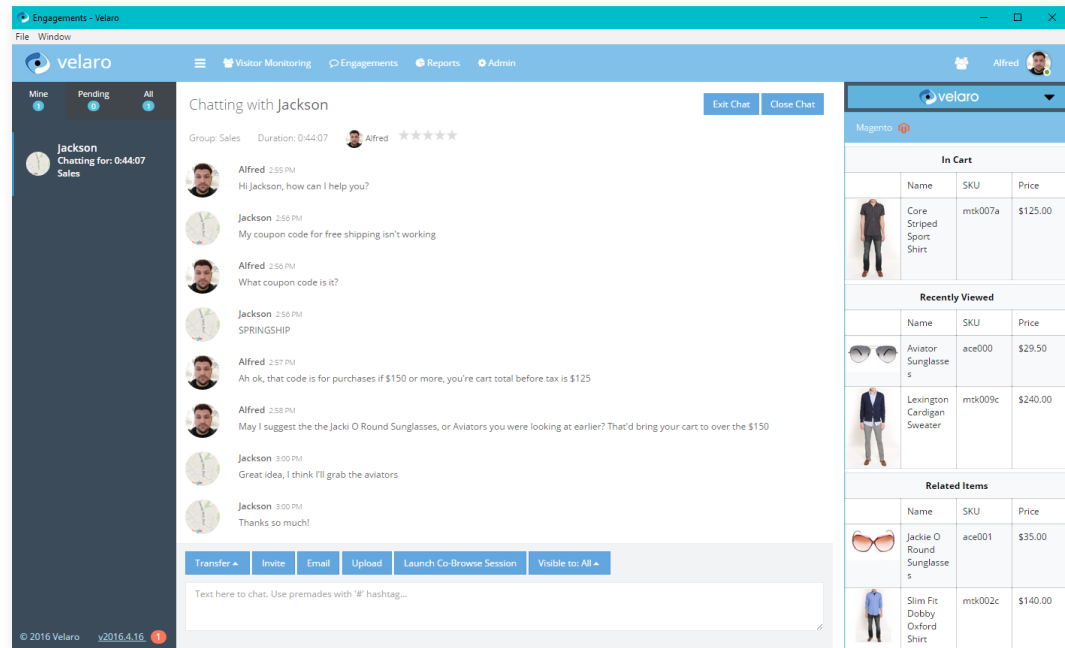




When it comes to integrating live chat with Magento, reducing cart abandonment is just the tip of the iceberg. Only Velaro offers the enterprise tools you need to Make Every Chat Better Than the Last.™



Why Integrate Live Chat with Magento

Your customers have questions. If they can't get them answered easily, they'll be buying from someone else. Your agents need to be one click away, armed with a 360-degree view of the customer and ready to help. That's the power of live chat.

But all live chat products that integrate with Magento are not the same. Every vendor touts their ability to reduce cart abandonment, minimize unnecessary calls to your 800 number and increase deal size. Fact is, all that's relatively easy for any modern live chat platform.

Today's most innovative online retailers need to **focus on what's coming next** – not just what's easy. And that's where Velaro comes in.

Velaro Live Chat for Magento

Velaro gives you and your agents the enterprise-grade tools to truly engage users, accurately measure and analyze results, and foster a culture of continuous improvement within your customer service department and contact centers. With Velaro, you can:

- Proactively and automatically engage shoppers based on completely configurable triggers – total transaction value, a specific product being added to a cart, idle time or nearly anything else you can imagine.

- Know exactly what your prospective customer is currently viewing, and suggest related products and relevant upsells through a simple drag-and-drop interface.
- Instantly identify website visitors by Magento Customer Group (e.g., VIP Customers), empowering agents to drive repeat business by serving up highly personalized messaging.
- Customize the look and feel of Velaro to match your store's brand exactly.
- Integrate and display data from Velaro, Magento and your CRM to offer agents a full picture of the customer without ever needing to leave the live chat application.
- Leverage the industry's top analytics and reporting engine to view and analyze the exact data you want, in the exact format you need.

The screenshot displays the Velaro Admin Dashboard. At the top, there are navigation tabs for Visitor Monitoring, Engagements, Reports, and Admin. The dashboard includes several key metrics: Account Utilization at 12%, 2 Visitors Online, 1 Queue, and 2 Chats. It also shows Today's Sales at \$982.76 and Sales After Chat at \$712.89. Below these metrics are two main sections: Visitor Engagements and Recent Activity.

Visitor Engagements Table:

Visitor	Group	Stage	Time	Agents	Actions
Jackson	Sales	Chatting	0:12:34	Alfred	[Action Icon]
Eric	Sales	Chatting	0:00:04	Alfred	[Action Icon]
Wanda	Sales	Queued	0:4:05		[Action Icon]

Recent Activity Log:

- Wanda requested chat. (Just now)
- Admin Eric is disconnected. (19 minutes ago)
- Admin Alfred is disconnected. (25 minutes ago)
- Admin Alfred accepted engagement with Jackson. (26 minutes ago)
- Jackson requested chat. (26 minutes ago)

Make Every Chat Better Than the Last™

Customer behavior and expectations are changing constantly. Your live chat platform needs to keep up. Velaro's exclusive **Performance Management** capabilities make it possible.

With Performance Management, managers can direct and assist agents in real time with chat shadowing or review transcripts and reports to look for coachable moments. Customers can provide feedback on entire chats or individual responses. And conversions and sales data can be matched to scripts and other agent-level behavior to definitively determine ROI and KPI hit rates. With Velaro, you'll have the tools you need to meet shoppers' needs today, tomorrow and well into the future.

Live Chat for Magento – and the Rest of Your Business

Velaro is more than simply a live chat platform for Magento. It's a powerful, full-featured real-time customer engagement engine. Go beyond answering prospect questions and turn your contact center into a consistent, measurable and sustainable driver of customer satisfaction and revenue growth.

If your business sells on Magento, you don't just need live chat. You need Velaro.