

LiveLOOK and Conversive Announce Co Browse and Chat Integration

Matawan, NJ – 25 October, 2011 – LiveLOOK, Inc. and Conversive announced today that they have strategically partnered to integrate co browse technology with Conversive’s cutting edge customer care solutions. Conversive has built co browse functionality in to its chat solution, enabling support agents to push a co browse invitation to customers, who can start a live co browsing session within seconds.

A recent [Forrester Research study](#) ranked Co Browse as the top rated live-assist communications channel, with a 78% customer satisfaction rating, versus just phone (74%) or chat (69%) alone, or email (54%) or web self-service (47%).

“We’ve always been impressed by Conversive’s innovative balance of automation and live help,” said Linda Ziemba, LiveLOOK’s Executive Vice President. “Adding a co browse component makes their solution even stronger, giving agents the ability to efficiently offer fast and accurate live assistance to customers by seeing their screens in real time.”

“LiveLOOK is a forward-looking company that is resolutely focused on making Co Browse fast, lightweight and customer-friendly,” said Bob Williams, Conversive’s CEO. “We’re working hard to transform our own marketplace and we are excited to partner with a like-minded company that will add new and exciting value to the customer experience.”

Conversive’s new co browse-ready chat solution is available now. To learn more or to schedule a demo, please visit www.conversive.com.

About LiveLOOK

LiveLOOK is an innovator in visual sharing and real-time online interaction. LiveLOOK’s products enable instant-launch, universally compatible Web collaboration via screen sharing. Companies incorporate LiveLOOK’s solutions into customer experience and online sales strategies to guide customers through resolution of service issues and completion of purchases. For more information, visit www.LiveLOOK.com

About Conversive

Conversive®, Inc. provides market-leading automated conversation technology that makes information easily accessible, using the most natural process: one-on-one conversation and engagement. Anything else is just chat.SM Conversive provides a superior customer experience by transitioning seamlessly and adaptively between automated and live conversation. Customers are better served and businesses save money. Conversive solutions have been deployed at companies such as Lenovo, AVG and more. Its headquarters are located in Agoura Hills, near Los Angeles. For more information about Conversive, Inc., please visit www.conversive.com or call (646) 922-0896.

Media Contacts:

Michelle Brusyo
mbrusyo@livelook.com | 732-520-2008

Glenn Abatemarco
gabatemarco@conversive.com | (646) 922-0896