



LiveLOOK Announces Fall 2011 Release of its Industry Leading Co Browse Technology

Matawan, NJ – 11 October, 2011 – LiveLOOK, Inc. announced today the Fall 2011 release of its Co Browse solution, one of the most widely adopted co browse technologies across the globe. The new release updates LiveLOOK’s user interface for both customers and agents, creating an even more positive co browsing experience. The most significant changes in this release are:

- **New Customer UI:** a larger, more interactive customer engagement window is fully brandable with individual company logos, messaging and privacy/security information, better communicating to the customer what co browse is and how to proceed.
- **Improved Agent UI:** an interactive agent console now guides agents as co browse sessions are established, offering on-screen tips and help as needed to quickly and efficiently get the session started.
- **Increased Speed of Connection:** the new release shaves several seconds off the typical time to establish a co browse session, resulting in a better experience as well as continued reduction of call times.

*“Live-assist communication channels (phone, chat, co browse) have much higher satisfaction ratings than asynchronous electronic channels (email, web self-service). Satisfaction ratings are: phone (74%), chat (69%), **co browse (78%)**, email (54%), and web self-service (47%).”*

Forrester’s North American
Technographics® Customer Experience
Online Survey

“The LiveLOOK team is continually working on new features and enhancements to our co browsing and screen sharing products,” said Linda Ziemba, Executive Vice President. “Where our [Spring 2011 release](#) focused on the addition of innovative new security features, our Fall 2011 release incorporates improvements to the user experience, both from the customer side and the agent side. The new changes are directly impacting our customers’ call handling times and CSAT ratings.”

About LiveLOOK

Incorporated in 2008 and founded by a team of former AT&T Bell Labs developers, 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 in order to guide customers through resolution of service issues and completion of purchases. For more information, visit www.LiveLOOK.com

Media Contact:

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