



GLANCE GUIDED CX

The #1 Cobrowsing Solution in Retail

Recreate in-person experiences digitally with Glance



Support

Resolve issues, shop together, and be there in the moment

When retail customers are looking for technical support during a transaction, or customer support after the sale, be there — digitally.

- Assist with site navigation or shopping cart how-tos
- Guided customer service after the sale can resolve issues faster — and show you care

Higher CSAT rating

Reduced cart abandonment

Increased repeat customers



Connect

Personalize eCommerce and expand service offerings

Offer “shop with me” services for high-tech, luxury, or high-value offerings via employees or third-party providers.

- Consultative selling and expert advice can differentiate the customer experience
- Expand into new digital service offerings with specialized consultants

Improved cross-sell/upsell opportunities

Increased employee satisfaction

Better brand loyalty



Advise

Offer product training in existing digital spaces

Leverage existing digital content to quickly train up brand ambassadors, influencers, employees, or customers.

- Build it once and navigate it together during live training and onboarding
- Connect new employees or customers with expert advice when they need it

Higher NPS

Improved net new revenue

Increased lifetime value

Retail Industry Companies Get Results

Shop with a specialist over video

For a leading consumer technology brand

SOLUTION: Guided online shopping and technology set-up.

RESULTS: Connect customers with an expert member of the retail team the same way they would in-person.

“We’re constantly innovating to deliver an even more personalized experience for our customers, meeting them where they are.”

Brand ambassador training

For a luxury consumer brand

SOLUTION: Brand ambassadors at high-end retail stores are trained in the company’s existing digital catalog.

RESULTS: Keeping product knowledge up-to-date and training costs minimal, support customer decision-making for better cross-sell and upsell opportunities.

This brand's goal? To “support customers’ high-end in-store buying experience with brand ambassadors knowledgeable about offerings and well-supported in the company’s digital properties.”

eRetailer onboarding to improve adoption and use

For a leading online third-party marketplace

SOLUTION: Improve the speed and ease of set-up, and enhance technical support for third-party retailers.

RESULTS: Reduced average handle time, improved agent productivity, lessened customers’ reliance on the support team, raised NPS and CSAT scores, and increased value received from the platform.

“Making a powerful yet complex UI easier to understand during onboarding and support lets customers configure and update their listing more efficiently, creating a more vibrant and productive buying and selling community.”

Troubleshooting physical equipment

For an equipment manufacturer

SOLUTION: Glance Mobile Camera Share lets a customer or technician share, via their smartphone camera, a view of their environment with an agent or expert.

RESULTS: Physically seeing a piece of equipment in the field lets the agent or expert improve how they troubleshoot, support, or verify information to remotely service customers.

This manufacturer realized “more efficient and effective remote troubleshooting and issue resolution with Glance Mobile Camera Share - available right from the agent’s desktop.”



Glance makes it easy to provide personal, human-to-human customer experience in digital environments. Glance's in-the-moment web and mobile cobrowse, screen share, and video solutions increase customer satisfaction, ensure brand loyalty, and drive revenue. The world's largest enterprises trust Glance to empower their customer-facing teams and deliver frictionless, at-the-exact-right-moment customer consultation. With integrations with Salesforce, Twilio, Genesys, ServiceNow, and more, Glance fits seamlessly into even the most sophisticated CRM-CX tech stack. Discover the power of Glance guided CX at <http://www.glance.net>.

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