

NOTE:

## CoBrowse Capability in the eStara Connections services

Enables real-time online collaboration between agents and customers.

### Summary

ATG's eStara Connections services feature a powerful "CoBrowse" capability that allows customers and service agents to concurrently view Web pages. Agents can "push" online content to the customer during a phone interaction, including an eStara Click to Call connection, and also through a Click Chat connection. The end result, in addition to a more satisfying customer experience, is an increase in completed transactions.

### CoBrowse Business Benefits

- **Increase sales conversions and reduce transaction abandonment** by enabling your agents to browse your site alongside your customer, giving them the direct guidance he or she might need to complete a transaction.
- **Provide simultaneous voice and Web collaboration**, by enabling your agents to share online materials and help customers complete forms as they talk their customers through the process.
- **Enhance customer satisfaction** by giving your customers a simple and convenient way to receive an agent's help.
- **Ensure quick implementation and easy agent training**, by integrating with all major contact center systems, requiring minimal changes to your current systems and processing.

### BRIDGES THE CHANNEL GAP / PROVIDES FLEXIBILITY

CoBrowse offers a pragmatic, collaborative approach that combines the eStara Click to Call, Click to Chat, and Page Push capabilities with real-time CRM and Web analytics. Agents and consumers can use any combination of online, telephone, or chat channels during a collaborative session. With CoBrowse capability, agents can view CRM data, Web browsing history, current Web page location, and customer demographics. Agents can instantly tap into this customer knowledge, eliminating the need to ask redundant background questions – and reducing call time.

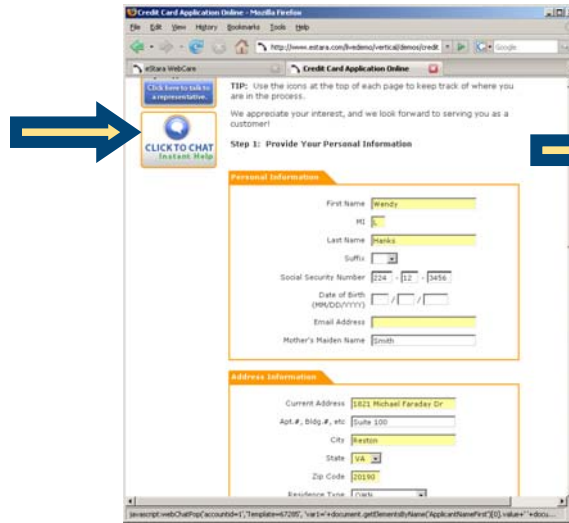
Since CoBrowse can be initiated through a Click to Call, Click to Chat, or traditional inbound call, agents can collaborate in the way that works best for their customers. As an on demand, software as a service offering, CoBrowse does not require a software download or a browser security grant.

### CoBrowse Features

- **Navigation path reporting:** Tells agents where their customers are on your Web site and provides the entire Web session path.
- **Dynamic page push:** Lets agents push Web content to customers. By entering a URL or clicking on a hyperlink, the agent can take the customer to a new Web page, to jointly navigate sites, highlight error fields, and complete applications or forms.
- **Preferred customer routing:** Directs inbound Click to Call interactions using existing routing systems. The routing logic can include various types of customer information, such as the customer profile, cookies, initial question, geography, etc.
- **CRM data capture:** Provides agents with CRM data including user name, account number, previous collaborative communication, historical purchases or Web site visits. This prevents the customer from having to repeat information that has been previously shared. Shared information and variable fields may be configured during integration. CoBrowse can be integrated with all major contact center systems.

### Example

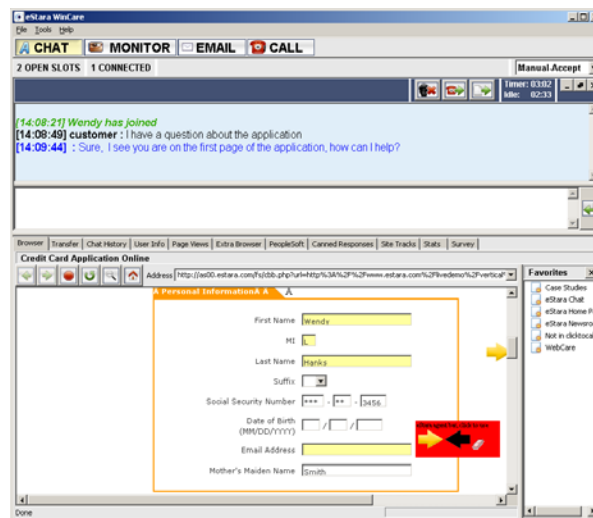
#### Customer View - Web site



Customer has entered some personal data in the application, then launches the Chat to an agent.



#### Agent View from WinCare Interface



Agent receives the chat, and sees the page the customer is on, with any data they've entered in the form. Agent can form share and enter data for the customer, which will be seen on the customer's window, or take them to a new page with Page Push. When Customer enters additional information, the page updates for the agent to view it as well.



#### About ATG

A trusted, global specialist in e-commerce, ATG (Art Technology Group, Inc., NASDAQ: ARTG) has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform for powering highly personalized, efficient and effective e-commerce sites. The company offers a line of platform-neutral, SaaS-based ATG e-Commerce Optimization Services, which can be easily added to any Web site to increase conversions and order size. ATG customers include progressive, innovative online brands like AT&T, Best Buy, Bulgari, Coca Cola, Continental Airlines, CVS, Dell, Diane von Furstenberg, DirecTV, eLuxury, El Corte Ingles, France Telecom, Harvard Business School Publishing, Hewlett-Packard, Hilton, HSBC, Intuit, Jenny Craig, Louis Vuitton, Macy's, Mercedes Benz, Meredith, Microsoft, Neiman Marcus, New York & Company, NutriSystem, OfficeMax, PayPal, Philips, Procter & Gamble, Sears, Sony, Symantec, Target, T-Mobile, Tommy Hilfiger, Urban Outfitters, Verizon, Viacom, Vodafone and Walgreens. For more information, please visit <http://www.atg.com>.

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