

An investment in your customers gives the greatest return, but in today's business climate, you're asked to maximize results with minimum resources. GoToAssist is a Web-based virtual on-site support solution that enables your technical-support, call-center and help-desk support representatives to interact with customers and employees in real time via secure, remote-support technology.

True One-to-One Interaction

GoToAssist takes the guesswork out of technical support. With just a few clicks, your representatives can see what your customers see, and vice versa. Representatives have the flexibility to chat with customers in real time; take them through a product demo; "push" a Web page or file transfer; or even take permission-based control of the customer's mouse and keyboard to show how to resolve a problem.



Easy for Your Representatives and Customers

You don't have to install software on end-user machines or deploy any additional infrastructure or IT resources. GoToAssist works automatically through virtually every firewall and performs well even over dial-up connections.

Instant Measurable Results

Customers will enjoy outstanding support while you dramatically reduce the amount of time it takes to handle and resolve problems. GoToAssist helps your organization resolve more calls with the same number of staff, which results in substantial time and cost savings.

Seamless Integration

The GoToAssist architecture provides the complete view of the support process your organization requires to directly integrate into your existing infrastructure, enabling you to view the entire support experience from beginning to end – including the results. GoToAssist integrates with most customer relationship management (CRM) systems, giving you the detailed metrics you need to optimize your support center's performance, analyze your group's efficiency and improve service levels immediately.

Quick Deployment and Administration

We know that providing immediate customer service is essential to your success. That's why we've developed GoToAssist to deploy quickly and seamlessly. GoToAssist is fast, effective and easy for your representatives to learn, so you'll be up and running in days, not weeks. And an intuitive Web-based Management Center provides quick and easy access to administrative tools and comprehensive reporting utilities.

Use GoToAssist to:

- Integrate virtual on-site support to enhance your current system
- Experience quick, seamless deployment
- Reduce costs by dramatically shortening call times and increasing productivity
- Improve customer satisfaction and loyalty
- Assess results quickly with the Web-based Management Center

Key Features

ChatLink™ enables your representative and customer or employee to immediately connect and chat in real time and seamlessly escalate to ScreenSharing or ScreenViewing. Add pre-scripted messages or URLs for faster reply time.

ScreenSharing/Viewing empowers your representative to immediately assess issues by remotely viewing the customer's or employee's computer and sharing control of the mouse and keyboard.

2-Way ScreenSharing/Viewing empowers your representative to show his/her desktop to the customer or employee while retaining sole mouse and keyboard control.

Session Transfer allows your representative to stay connected to the customer or employee while the issue is escalated, which results in greatly increased customer satisfaction and first-time resolution rates. Session transfers also ensure that representatives with special experience can be pulled in to help, reducing the need to schedule callbacks.

File Transfer enables fast and easy two-way document and application exchange during a session. Shorten the length of sessions even further with GoToAssist's permission-based File Transfer feature, which enables representatives to send and receive files securely protected with 128-bit end-to-end Advanced Encryption Standard (AES) encryption.

Whiteboard and laser collaboration tools enable representatives and customers or employees to draw, highlight or type on each other's screens. Your users can see exactly how to resolve their issues, greatly improving customer satisfaction and reducing call-handling times.

Web Page Push allows the instant remote transfer of a Web page.

MultiChat allows your representative to engage in up to eight simultaneous support sessions.

Reboot/Reconnect enables your representative to restart the customer's or employee's computer and automatically reconnect to the support session in progress.

HelpAlert™ routing technology automatically sends customer inquiries to the appropriate support department and allows you to determine which level of support to deliver to your customers.

Customization gives you the flexibility to bundle support tools for your preferred level of interaction, including Chat-only with File Transfer option; view-only option; and full remote control option with Reboot/Reconnect.

The **Management Center** gives your company the flexibility to monitor, evaluate and respond to real-time customer-satisfaction metrics. This advanced Web-based management console includes real-time group and individual representative metrics, chat session logs, snapshot reports and, optionally, session recordings.

POWER UP YOUR PERFORMANCE WITH VIRTUAL ON-SITE SUPPORT

- Be up and running in just a few days.
- Reduce costs while improving the quality of service.
- Increase customer satisfaction and loyalty.
- Improve first-call resolution rates.
- Assess results with comprehensive reporting functionality.
- Experience total security, flexibility and scalability.

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Security

Security is a fundamental concern for support organizations. Citrix Online uses the latest security technology to ensure that the data exchanged between your support representatives and customers is completely secure. Identities are scrupulously verified and protected with industry-standard authentication technology, and GoToAssist sessions are kept secure and private with the use of randomly generated session keys and advanced encryption.

GoToAssist allows your representatives to remotely access your customers' computers to identify and resolve technical issues in real time. Not only does GoToAssist save time and help improve your bottom line, but it also delivers a powerful suite of tools that enables your representatives to improve customer satisfaction.



How GoToAssist Works

After your customer contacts your support organization with an issue or question, a screen-sharing session may be initiated in several ways. A representative on the phone can refer a customer to a URL or email a link to a session log-in page on your company's Web site. Or, your customer can submit a question via a GoToAssist SmartBox™ placed on your Web site. The question is then transmitted through Citrix Online servers to your representatives. HelpAlert™, a small application that runs on your representatives' desktops, automatically routes the inquiry to the correct person, displaying as a pop-up window on the representative's screen. The representative then clicks on the question to begin chatting with the customer. Permission-based screen sharing; mouse and keyboard control; and file transfer follow as necessary.

Once a screen-sharing session has begun, your representative and customer are connected via Citrix Online's communication server. Large, randomly generated session keys are issued to both participants to ensure that only the designated parties are connected. During the session, all transferred information, including screen views, file-transfer data and identities, are encrypted, compressed, encoded and decoded using Citrix Online's technology. Encryption and decryption are from end to end, so data can't be read during transit and can only be viewed with GoToAssist software. Our technology is TRUSTe compliant, and Citrix Online is a TruSecure SiteSecure-certified company.

Authorization and Access Control

GoToAssist sessions can only be initiated by your customer. During a session, the customer can decline the start of screen sharing or screen viewing, decline the initial download or refuse receipt of a transferred file. At any time the customer can retake control of the mouse and keyboard or end screen sharing altogether. Once a session has ended, the representative can no longer connect to the customer's computer. Any future sessions generate new session keys and can only be initiated by the customer.

Strong Password Protection

GoToAssist access by representatives and administrators is protected by strong password authentication. You can limit logins to specified IP ranges and implement a "three strikes" rule to lock out an ID after three consecutive log-in failures. Representatives are authenticated using a challenge/response exchange. Administrators can view audit reports detailing log-in failures associated with incorrect IDs or passwords via the Management Center. Plus, the representative's password is never transmitted over the network, so it can't be intercepted by a third party.

Advanced Encryption

Citrix Online only uses outbound connections protected by state-of-the-art 128-bit Advanced Encryption Standard (AES) encryption to prevent intruder access to the information exchanged during all GoToAssist sessions. Chat, ScreenSharing, ScreenViewing and File Transfer data is encrypted end to end, and packets are never decrypted in transit by Citrix Online servers. Because Citrix Online employs AES encryption, a third party can't decrypt or inject packets. AES encryption ensures that recorded GoToAssist sessions, stored on Citrix Online servers, are cryptographically protected.

Uncompromised Firewalls

GoToAssist works easily with firewalls. In most cases, screen-sharing connections are possible without any firewall reconfiguration. GoToAssist only requires access to outbound ports at both ends of a connection, so there is no need to open holes in firewalls.

Highly Secured Data Center

Citrix Online data centers are protected with continuous intrusion detection and upgrading of servers. Citrix Online is TruSecure SiteSecure Certified, a standard that ensures the security of your systems and data – and that of your customers or employees – when using GoToAssist.

Customer Privacy

Citrix Online has a strong privacy policy that prohibits unauthorized disclosure of personal or corporate information to any third party. Citrix Online's published privacy policy is included in every service agreement. Citrix Online is a TRUSTe licensee and complies with its stringent privacy policies. Servers hosting GoToAssist are physically and administratively separate from Citrix Online's corporate offices. Only key employees have access to these servers, and only key account representatives have administrative access to customer data on a need-to-know basis for the express purpose of customer support.

SECURITY OVERVIEW

GoToAssist uses state-of-the-art security features, industry-standard compression technology and 128-bit AES encryption.

Citrix Online's high-capacity UNIX Web servers initiate the secure connection between your representative and customer or employee.

GoToAssist's firewall-friendly connection works seamlessly with most leading firewalls without reconfiguring settings or compromising network integrity.

Citrix Online's technology is TRUSTe compliant, and Citrix Online is a TruSecure SiteSecure-certified company.

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Management Center

The GoToAssist Management Center gives you the power to monitor and measure your team's virtual on-site support performance to ensure that service-level agreements and company objectives are being met and customer satisfaction remains strong. The Management Center's advanced management and reporting tools allow you to access detailed reports, review chat transcripts and session logs, replay screen-sharing sessions and monitor live activity.

The Management Center enables you to observe usage and evaluate results in real time, so you can easily assess performance and refine the quality of your support. The Management Center provides you up-to-the-minute information for:

- Monitoring service-level goal achievement
- Ensuring that customer satisfaction is being met
- Measuring the performance of representatives



Monitor Your Team's Performance in Real Time

The Management Center's Monitors feature enables you to observe the status of incoming queries posted by customers and the representatives who are logged in and able to respond. From the convenience of their own desktops, managers can monitor the activities of representatives, teams or the entire support center, reducing the complexity of reporting and dramatically improving customer satisfaction.

Monitor Customer Postings: Quickly survey the status of all incoming customer queries to ensure that your representatives are responding within established service goals.

Monitor Representative Status: Use Representative Monitor to verify that scheduled representatives are logged in and that appropriate resources are available to handle incoming customer queries.

Analyze Customer Feedback in Real Time

GoToAssist allows you to evaluate and reward performance for positive customer ratings and feedback. Customer comments are immediately available from the Management Center after each session, allowing you to share customer feedback immediately with representatives.

Quickly Audit Representative Activity

Use Session Review to audit representative performance by reviewing chat transcripts and playing back recorded sessions. Measure customer-satisfaction ratings, resolution rates and comments related to specific representatives.

The Representative Snapshot Report provides a statistical summary of a representative's GoToAssist activity and important feedback from customers regarding individual representative performance, including:

- Amount of time each representative was available to assist customers
- Number of incidents handled by each representative
- Average incident-handling time
- Ratings and feedback from all assisted customers

Assess the Efficiency of Your Entire Team

The Company Reports tool enables managers and executives to easily review the performance of your entire support organization's use of the GoToAssist virtual on-site support technology.

Review the Performance of Your Entire Organization

The Snapshot Report provides a record of your entire organization's usage of GoToAssist and includes a summary of customer queries, details on all representative activity and details on all sessions run by your entire support group. Use the Snapshot Report to keep up to date on customer-inquiry trends and representative behavior.

Manage GoToAssist to Best Meet Your Needs

The Management Center allows you to perform administrative tasks such as creating team managers; assigning representatives to teams; controlling representative access to specific GoToAssist features; and changing passwords and screen names.

Set Auto-Responses

Establish a list of pre-scripted text messages and URLs that your representatives will be able to access and send to customers via Chat.

Manage Staffing

The Question Arrival Statistics Report shows the number of incoming customer queries by the half-hour. This report is ideal for assisting with the scheduling of representatives to properly handle the volume of customer inquiries.

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