

# how to build a Virtual Agent for your business

**what**  
Setup EZintel™ to preempt your "Contact Us" page.

**why**  
Identify the top 10 reasons why people want to call your company after going to your site, and learn how they express themselves.

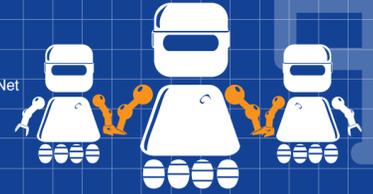
**how**  
Just add a couple lines of HTML.



**what**  
Connect InstantSupport to other partners via Confederated Knowledge™ (CK).

**why**  
Reduce the number of returned products by 5% and increase Net Promoter Score (NPS) by 5%.

**how**  
Less than one day per partner.



**what**  
Now that you have your top 10, repurpose your existing content to find the best solutions for those issues and place them into EZintel to create InstantSupport™, an interactive instance of a Virtual Agent.

**why**  
Reduce incident rates by approximately 5%, increase First Contact Resolution (FCR) and Customer Satisfaction (CSAT) by 5%.

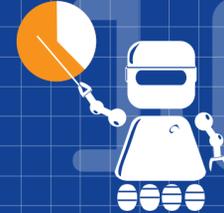
**how**  
noHold can do this for you in about one calendar week.



**what**  
Share the reports generated by InstantSupport with R&D, Marketing and Sales.

**why**  
Be the center of innovation for your company. Use the voice of the customer to inspire R&D to create customer centric products. Provide Marketing with Customer Insight to empower them to create more targeted campaigns and design products that people want. Identify leads and sales opportunities by intelligently clustering prospects' pre-sales questions.

**how**  
Automatic.



**what**  
Use the administrative tools component of InstantSupport to identify knowledge gaps. Increase the scope of the Virtual Agent to cover your products and position InstantSupport on the support site.

**why**  
Reduce incident rates by an additional 5% and increase CSAT by an additional 5%.

**how**  
The typical implementation of a full Virtual Agent requires about six calendar weeks. noHold can do this work, or we can train your staff in about three two-hour sessions.



**what**  
Deploy EZintel to understand why 95% of prospects abandon online shopping carts. Create SalesAdvisor™ and deploy on site.

**why**  
By understanding why customers are abandoning the shopping cart, you can develop counter measures to answer any question that prevents a prospect from becoming a customer. Increase revenue by allowing the Virtual Agent to Educate, Advise and Cross-sell.

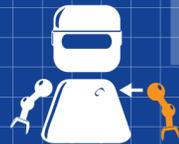
**how**  
By leveraging your existing product information noHold can create a SalesAdvisor for you in about four calendar weeks.



**what**  
Connect InstantSupport to your CRM system.

**why**  
Provide personalized answers and allow for contextual escalation to your ticketing system. Reduce incident rates by 5% and increase CSAT by 3%.

**how**  
noHold can create a connector to your CRM system. Typically this is a two calendar week project.



**what**  
Deploy SalesAdvisor on reseller's site.

**why**  
Increase revenue on unassisted sales channels.

**how**  
Repurpose the existing SalesAdvisor. noHold can establish Roles for its end users and provide different answers depending on who is asking the question.



**what**  
Connect InstantSupport to other channels like Live Chat, email, etc.

**why**  
Reduce Average Handle Time (AHT), and ensure a smooth transition between web and call center based interactions.

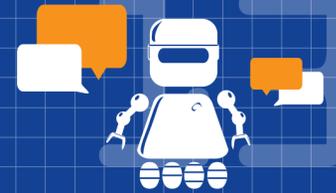
**how**  
noHold creates connectors to the different channels. Typically this takes about two calendar weeks for the implementation.



**what**  
Virtual Moderator™

**why**  
Decrease the response time in your forum and participate in the social conversation about your company.

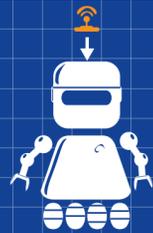
**how**  
From behind the scenes the Virtual Agent can monitor the posts in a forum and automatically publish an answer.



**what**  
Activate the mobile friendly User Interface (UI) of InstantSupport.

**why**  
Reach a wider audience and increase CSAT by an additional 2%.

**how**  
noHold changes CSS styles. About two days of work.



**what**  
Multilingual Support

**why**  
Support audiences around the world.

**how**  
The Virtual Agent can support multiple languages by using translated content.



**what**  
Turn on the Roles feature of InstantSupport and add agent specific content to InstantSupport. Deploy within the Call Center.

**why**  
Reduce AHT by 10%, increase FCR by 3%, reduce churn by 50%, and reduce agent training time by 15%.

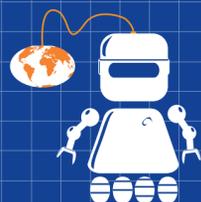
**how**  
noHold to turn on Roles (one day). Add content specific to agents. Time required varies on a case by case basis.



**what**  
Deploy InstantSupport in outsourced call centers.

**why**  
Reduce outsourced call center costs and create revenue-share opportunities.

**how**  
Two minute training video.



## TOOL BOX

EZintel™		Resellers		Mobile
InstantSupport™		SalesAdvisor™		Call Center Support
Live Chat		Languages		Outsource Connection
Confederated Knowledge™		Social Media		Metrics

noHold is the acknowledged leader in Virtual Agent solutions with a mission to deliver real answers to real questions - real fast. Simple to use, easy to implement and as close to human as you can get, noHold turns automated customer service into customer interaction. noHold customers include Toshiba, Cisco, Dell and a host of industry leaders.