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Feature	Description	Cross-Channel Analytics	Visitor Interaction Manager (VIM)			
			VIM Lite	VIM Standard	VIM Professional	VIM Enterprise
<b>Visitor Code Technology™</b>	The SiteAcuity system tracks unique site visitors and collects clickstream and custom data via SiteAcuity-supplied page tags. The page tags communicate with SiteAcuity's servers and a local cookie on the visitor's computer. This tag also displays the unique "Visitor Code" on the visitor's Web page. Implementation is quick and easy as the SiteAcuity system dynamically generates the java codelet for copy-and-paste deployment.					
<b>"Visitor Profile" window (historic)</b>	Allows users to look up and view detailed information about site visitors, including previous visits, source campaign, web activity, historic chat transcripts, contact and account information, lead and sales data, and more.					
<b>Contact Center Analytics</b>	Comprehensive dashboards and reports for measurement and analysis of live contact center communication with site visitors (text chat and phone conversations), service requests, leads and sales.					
<b>Cross-Channel Analytics</b>	Comprehensive dashboards and reports for measurement and analysis of campaigns, web traffic, contact center activity, leads and sales. Note: All Contact Center Analytics are included; however, SiteAcuity's VIM must be utilized for association of contact center chat and click-to-call requests.					
<b>"Visitor Profile" window (real-time)</b>	While communicating live with site visitors, allows users (sales and service reps) to view detailed information about visitors, including previous visits, source campaign, web activity, historic chat transcripts, contact and account information, and more. Allows reps to capture lead and sales information and to schedule follow-up tasks.					
<b>Visitor "Contact Portal"</b>	Unique to SiteAcuity, this pop-up or embedded window is delivered to site visitors by the SiteAcuity servers and gives visitors access to all enabled and desired communication options: live text chat, call-me-now (click-to-call), call-me-later, enhanced call-in, email, etc. The Contact Portal is highly configurable to meet most business needs. * VIM Lite does not include live text chat, click-to-call and other advanced features.	 *				
<b>Live Text Chat</b>	Site visitors can connect instantly to a live rep and exchange text messages. This feature has many advanced sub-features, including stored/canned messages, archiving of chats, escalation from chat to phone call (with same rep), and more.					
- Canned messages	Allows frequently-used rep text message to be stored and sent with a single click. Reduces rep typing, saving time and reducing typos.					
- Link/page pusher	Allows reps to push a URL/link or web page to a connected site visitor. The system also allows for storing frequently referenced links to reduce rep typing time and errors.					
- Invite a peer	Ability for a rep to "invite" another rep or manager to join a chat session. Multiple reps can simultaneously chat with a connected site visitor.					
- Private text chat	Ability to exchange private text messages between two reps; site visitors do not see the private messages.					
- Other party typing indicator	Both reps and site visitors can see an indicator that the other is currently typing					
- Chat transcript storage & retrieval	All text-messaging sessions are stored for later lookup, retrieval, printing, reporting, etc.					
- Text to phone escalation	Site visitors can easily go from a text chat session to a phone conversation with the same rep.					
- Chat hold & transfer	Ability for a rep to put a site visitor on hold and/or transfer them to another rep.					

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<b>Click-to-Call</b>	Site visitors can enter their name and phone number for an immediate call with the appropriate live rep on the line.					
- Integrated telephony	The SiteAcuity system will automatically connect the rep and site visitor via telephone. Voice over IP (VoIP) connectivity is available for reps; however, site visitors will be connected via the public switched telephone network (landline or cell phone). *Available 1Q 2008					
- Hold & transfer	Ability for a rep to put a site visitor on hold and/or transfer them to another rep.					
<b>Button/Image Libraries</b>	Choose from our library of stock buttons and images to give your site visitors access to the "Contact Portal" (live text chat, click-to-call, etc.), or upload your own custom buttons/images.					
<b>Co-browse</b>	Ability for rep and site visitor to simultaneously browse the same Web page; changes made by either party will be immediately displayed to the other.					
<b>Desktop Sharing</b>	Ability for rep or site visitor to share a view of their desktop with the other party.					
<b>Remote Control</b>	Ability for rep to "take control" of a site visitor's computer by controlling the mouse movement and keyboard entry.					
<b>Rep Webcam Video</b>	Rep's webcam video can be streamed to the site visitor. This can be requested by the site visitor or initiated by the rep. Either way, both parties must consent before the streaming video will start.					
<b>Visitor Request Queuing</b>						
<b>Passive Queuing</b>	The system queue of live help visitor requests (live chat and click-to-call) does not assign available reps; reps select requests from the queue to answer/connect.					
<b>Active Queuing</b>	The system queue of live help visitor requests (live chat and click-to-call) automatically routes requests to reps based on availability and configurable routing rules. Active queuing is designed for higher-volume websites and contact centers.					
<b>Administration &amp; Support</b>						
<b>User and Rights Management</b>	Administrative control for managing users and rights/permissions.					
<b>24x7 Support</b>	SiteAcuity provides 24x7 live support via phone (toll-free dial-in or click-to-call) and text chat. Additional support options include: email, knowledgebase and online ticketing.					
<b>Online Help</b>	A comprehensive knowledge base/library of help topics and instructions for common tasks.					
<b>Training</b>	Training is available on-demand from our team of experienced client support analysts as well as our comprehensive, online, rich-media library.					
<b>Miscellaneous</b>						
<b>Flexible Import/Export</b>	Multiple options for easy import and export of data, including manual and scheduled reporting. Virtually all reports can be exported to Excel.					
<b>3rd-Party Integration</b>	Advanced APIs for import/export and custom tabs for linking to 3rd-party browser-based applications					
<b>Proactive Chat</b>	Proactive Chat I: (Automated / Simple) Client may indicate one or more site pages that will automatically invite the visitor to chat/talk with a rep. *Available 1Q 2008  Proactive Chat II: (Rules-based) Client can define complex rules that, when satisfied, will automatically invite the visitor to chat/talk with a rep.					
<i>Availability</i>		<i>Now</i>	<i>Now</i>	<i>Now</i>	<i>1Q 2008</i>	<i>2Q 2008</i>

SiteAcuity provides software that tracks website visitors and contact center activity for marketing intelligence and enables real-time communication between the site visitors and company reps. SiteAcuity clients are better able to analyze and optimize their online marketing, turn site visitors into leads and sales, and deliver superior customer service.

For more information, please contact us at 908.376.7780 or [info@siteacuity.com](mailto:info@siteacuity.com)