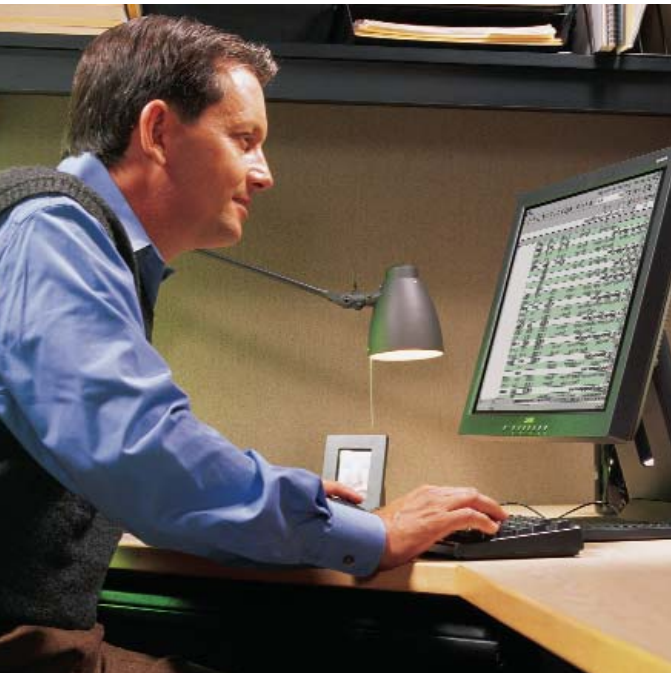




# GoToAssist™



## PRODUCT OVERVIEW

### Citrix GoToAssist

Citrix® GoToAssist™ is redefining how IT support and service is delivered to customers throughout the world, helping thousands of businesses increase revenue and reduce costs while improving customer satisfaction and problem resolution times.

With GoToAssist, service professionals can provide a memorable customer experience by offering fast, easy and secure remote support services.

## Redefining the Support Experience

All too often technology users have experienced the frustration of being led through an inefficient phone-based support session that only succeeds in wasting valuable time. For an organization to be successful, it has to keep employees productive, critical systems operational and customers satisfied at all times. When it comes to customers, the cost of poor technical support is high – often it takes just one negative support experience for a company to lose a customer for good.

In an era in which customer satisfaction differentiates businesses from competitors across town or across the globe, GoToAssist's revolutionary approach enables front-line support professionals to own the issue from start to finish. With a suite of integrated service-delivery tools, GoToAssist makes it easy for representatives to quickly and efficiently install applications or troubleshoot technical issues and deliver a memorable customer experience every time. Front-line reps can also receive virtual over-the-shoulder coaching and advice from back-office experts throughout the organization. GoToAssist is consistently chosen by customers due to a faster time to connect with end users, faster time to resolve support incidents and overall ease of use.

Service managers can monitor the quality of support delivered through GoToAssist with the ability to view live remote support sessions as they are in progress. In addition, managers can easily access session recordings, chat logs, diagnostic data and customer feedback through the online Management Center, equipping managers to measure the success of individual reps and teams and make better business decisions.

GoToAssist is most useful for businesses that need to:

- Resolve a growing number of complex support issues
- Support a dispersed workforce remotely accessing business-critical applications
- Increase call capacity with the same or reduced budget
- Reduce incident-handling time and avoid costly escalations
- Avoid the financial and environmental costs of travel
- Accurately measure customer satisfaction
- Ensure secure session data transfer and storage

### How it works:

#### Step 1:



Step 1: Through a customized GoToAssist Web portal, the end user submits a support request that appears in your GoToAssist Web-support queue. When the end user's query appears in the queue, the GoToAssist thin-client is downloaded to the end user's device with the end user's permission.

#### Step 2:



Step 2: Your representative can immediately diagnose, troubleshoot and resolve the incident using a variety of incident-resolution tools.

#### Step 3:



Step 3: At the end of the session, the end user immediately evaluates the support experience, enabling your organization to capture session metrics and maintain a high standard of customer satisfaction and loyalty.



“GoToAssist lets us solve very difficult problems faster. And our clients just love it. I would highly recommend GoToAssist.”

— Stephen P. Blythe, President, Blythco

## **KEY FEATURES**

### **MULTIPLE CONNECTION METHODS**

Web Mode: Empower end users to quickly and easily request support from the Web or your product interface to facilitate a fast, easy transition from self-service to assisted service.

Phone Mode: Rapidly invite an end user already on the phone to a remote-support session. Phone Mode provides the option for multiple simultaneous remote-support sessions.

### **INTELLIGENT INCIDENT ROUTING**

Rapidly route end-user inquiries to the appropriate support department or representative and easily determine which level of support to deliver.

### **LIVE CHAT**

A tabbed representative interface makes it easy to locate and toggle between up to 8 simultaneous chat sessions. Add pre-scripted messages or URLs to reduce response time for commonly used phrases or frequently asked questions.

### **TWO-WAY DESKTOP VIEW OR CONTROL**

The representative can view or share control of the end user's desktop – or vice versa – even in multi-monitor desktop environments.

### **REMOTE DIAGNOSTICS**

Collect system information, including operating system details; total and available memory; applications and services currently running; and more-with just one click. Customize to include version details for specific applications, key information from the registry and the contents of specific text files.

### **FILE TRANSFER**

Instantly exchange files, folders or a combination of files and folders to apply patches or send URLs and updates to the end user or receive log files from the end user.

### **REBOOT/RECONNECT**

Restart the end user's system and automatically reconnect to the support session in progress.

### **ANNOTATION TOOLS**

Your representative and end user can draw, highlight or type on each other's screens to show exactly where the problem is or explain how to resolve the issue.

### **SESSION TRANSFER**

A representative can seamlessly transfer a session directly to another representative or to an entire support team for faster resolution and to reduce the need to schedule callbacks.

### **TEAM COLLABORATION**

This one-to-many approach enables a representative to invite additional experts to collaborate in a single GoToAssist session. Invited representatives can be visible or invisible to the end user.

### **SESSION RECORDING**

Session recordings can be used for evaluation, training and archival purposes, enabling compliance with governmental and industry regulations such as the Gramm-Leach-Bliley (GLB) Act, the Health Insurance Portability and Accountability Act (HIPAA) and Sarbanes-Oxley.

### **TRUE 24-BIT COLOR**

A true-to-life, full-color view of the end user's desktop is perfect for supporting high-graphic software or design applications.

### **MANAGEMENT CENTER**

Monitor, measure and evaluate team, sub-team and individual representative metrics, chat session logs and real-time reports.

### **MANAGER'S DASHBOARD**

Monitor incoming queries and teams, sub-teams or representatives at a glance in real time through your personalized dashboard to ensure team performance goals are being met.

### **SYSTEM ADMINISTRATOR ACCESS**

IT help desk representatives with administrative privileges can remotely log in to an end user's computer to perform system administrative tasks without interrupting the session in progress.

### **MANAGER SILENT MONITORING**

Managers have the option to silently observe a live remote session in progress, ensuring that representatives are properly following prescribed support procedures at all times.

### **SURVEYS AND REPORTING**

Help desks and contact centers are often tasked with achieving higher customer-satisfaction targets related to higher revenue and lower costs to business-line managers. GoToAssist addresses this need for reliable customer-satisfaction statistics by instantly capturing end-user feedback through post-session surveys and incorporating business-driven reporting.

### **INTEGRATION OPTIONS**

GoToAssist enables easy integration with your support Web site, as well as leading service-desk applications, such as CRM, knowledge base, ACD or other applications.

## RAPID ROI

GoToAssist enables organizations of all sizes to achieve a rapid ROI, often within weeks. Each GoToAssist customer has access to a dedicated account manager and the online Best Practices Resource Center to help you plan, launch, adopt and optimize your investment in GoToAssist. Customers consistently report:

- Increased first-call resolution rates by as much as 70 percent
- Reduced overall incident-handling times by up to 95 percent for more complex cases
- Lower total call volumes due to fewer repeat calls
- Thousands of dollars saved in travel costs
- Customer satisfaction consistently in the 90 percent or higher range

GoToAssist's open APIs enable easy integration with most leading service-desk applications and can be leveraged to enable self-service, knowledge base and remote-monitoring systems to provide greater overall value to your organization.

## INDUSTRY-LEADING QUALITY OF SERVICE

Simply put, GoToAssist provides the best overall customer experience delivered on demand through a secure network of six data centers worldwide. No hardware or software is required, so your organization can be up and running in days. Technicians can connect to end users typically in 30 seconds or less with no complications or firewall hassles. GoToAssist's thin-client download is less than 1MB in size, and, unlike other solutions, nothing is permanently installed on the customer's machine. The solution does not require admin rights or firewall configuration. Once in session, GoToAssist provides real-time screen refresh using highly effective data-compression algorithms and patented session-brokering and session-maintenance technology.

## STRONG SECURITY STANDARDS

SiteSecure-certified by Cybertrust, Citrix Online's reputation is built on ensuring a secure remote support solution. GoToAssist is 100% permission-based; so at all times the customer can see what is being done to his/her system and can easily pause or stop the session at any time. Data is fully encrypted end-to-end, using Secure Socket Layer (SSL) point-to-point and government-approved Advanced Encryption Standard (AES) encryption.



Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CXTX), is a leading provider of easy-to-use, on-demand applications for remote desktop access, Web conferencing and collaboration. Its "Simpler Is Better" approach to empowering business productivity online offers small and mid-sized businesses, consumers and professionals an easier, more cost-effective and secure way to access and interact with information, customers, partners and employees in real time. Citrix Online's award-winning services, which are used by more than 20,000 businesses and hundreds of thousands of individual subscribers, include: Citrix® GoToMyPC® for easy, secure remote PC access from anywhere; Citrix® GoToAssist™ for live, easy remote support; Citrix® GoToMeeting® for online meetings made easy; and Citrix® GoToWebinar™, the industry's first do-it-yourself solution for Web events. Based in Santa Barbara, California, Citrix Online has satellite offices and data centers distributed around the world. For more information, please visit [www.citrixonline.com](http://www.citrixonline.com).

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For more information on GoToAssist, please visit [www.gotoassist.com](http://www.gotoassist.com)

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