

# Click to Call in LiveEngage

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LIVEPERSON

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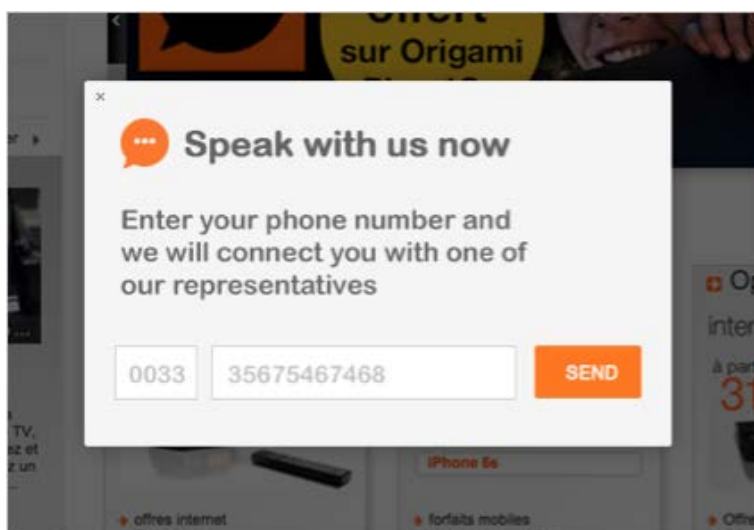
## Introduction

LivePerson's Click to Call engagement provides brands with the ability to present an engagement on their website that offers consumers the option to receive a phone call from the brand's representatives. The voice call is initiated and managed by the brand and the agents handling the call are external to the LivePerson platform.

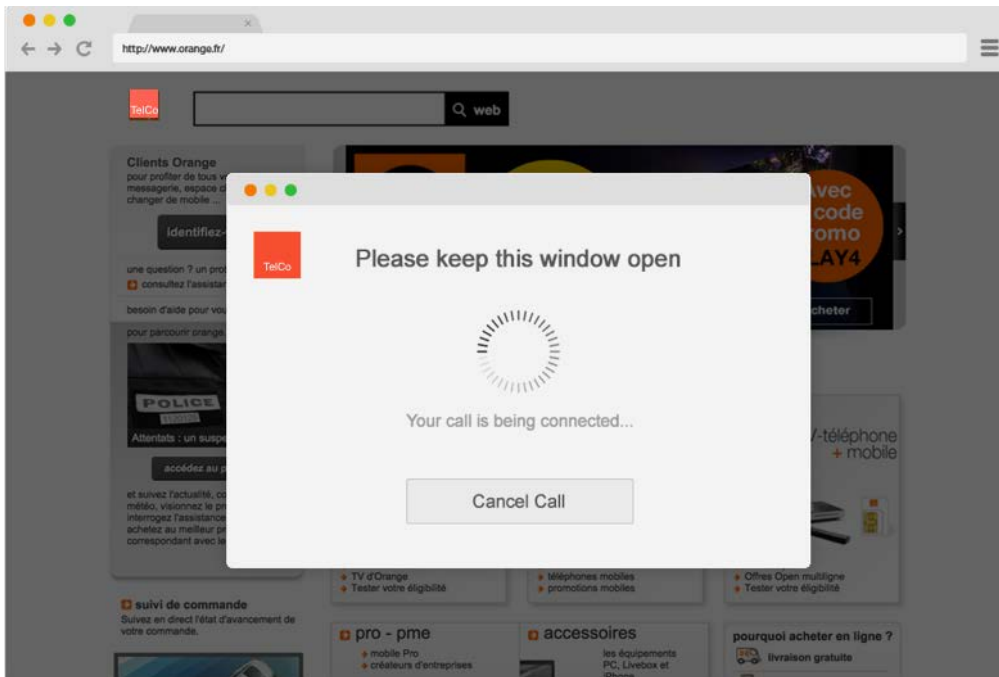
## How does Click to Call engagement work?

The Click to Call engagement works in the following manner:

1. LiveEngage monitors the brand's website and targets visitors based on the campaign logic specified in the LiveEngage UI.
2. Click to Call engagement is displayed to the targeted visitors. The creative definition (including design and behavior) is provided by the brand and implemented by LivePerson Professional Services.



3. When a visitor clicks on the engagement (i.e., the banner), a page owned and hosted by the brand will be opened with all the information required to start the voice call. See [External conversion trigger API](#) for more details.



4. [Optional] The brand **may** validate the request using the LivePerson provided API, to prevent phishing calls. See [Request Validation API](#) section for more details.
5. A voice call to the visitor will be initiated and managed by the brand.
6. [Optional] The brand **may** pull data in real-time from LivePerson about the visitor and session to be used during the call. See [Visitor Info API](#) section for more details.
7. [Optional] The brand **may** report in real-time back to LivePerson on the call status and/or information about the visitor or the conversation. See [Visitor Events \(Engagement Attributes\) API](#) and [Conversation status Event \(Engagement Attribute\)](#) sections for more details.

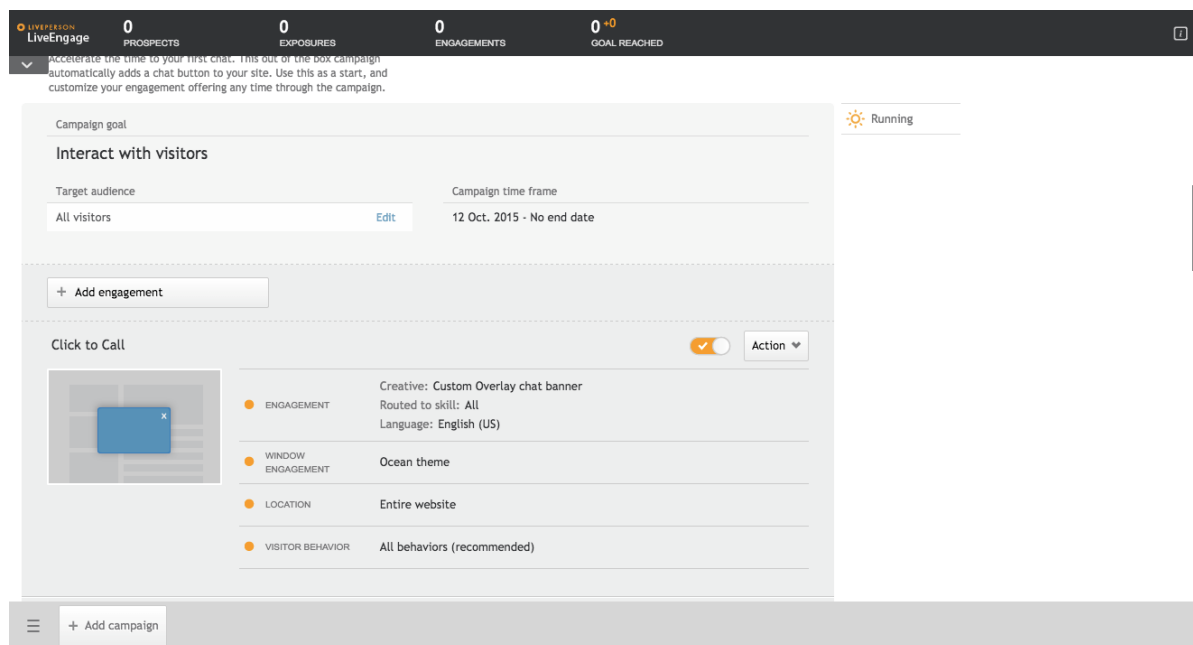
## Prerequisite to a Click to Call engagement

In addition to setting up the Click to Call engagement within LiveEngage, the **brand** should also prepare the followings:

1. Dedicated agents to handle the calls.
2. Develop, manage and host a page that will be opened when a visitor clicks on the LiveEngage engagement. This page should:
  - a. Trigger the brand's system to make a call to the consumer's phone.
  - b. [Optional] **May** display indication about the status of the call to the consumer (on hold, the call is being connected, etc).
3. [Optional] Use LivePerson provided APIs, to:
  - a. Validate the request to prevent phishing calls. See [Request Validation API](#) section for more details.
  - b. Pull data in real-time from LivePerson about the visitor and session to be used during the call. See [Visitor Info API](#) section for more details.
  - c. Report in real-time back to LivePerson on the call status and/or information about the visitor or the conversation. See [Visitor Events \(Engagement Attributes\) API](#) and [Conversation status Event \(Engagement Attribute\)](#) sections for more details.

## Setting up a Click to Call engagement

1. The brand will prepare the creative and messaging definition for the engagement.
2. Requests to implement and modify the engagement will be done via LivePerson Professional Services.
3. LivePerson Professional Services will create/modify a content Custom engagement and design it based on the brand's creative definition.
4. Once created, the engagement will be available in the engagement list in the campaign.



- a. The brand can duplicate the engagement as well as define the campaigns logic, including targeting, shift hours etc., according to their needs.
- b. The engagement studio will not be accessible and preview will not be available for this engagement type.

## Reporting

1. All metrics that are available for content engagement such as views, prospects, exposures, engagements, conversions and cross session conversions will be available for the Click to Call engagement out of the box.
2. Additional metrics, including data that was passed by the brand, will be available through custom reports.

## Additional information

- The voice call is initiated and managed by the brand.
- The agents handling the voice call are external to the LivePerson platform. Availability check for these agents will not be done by LivePerson.
- The number of proactive engagements that can be presented during a session is configured on a system level. This means that if the number of proactive engagements per session = 1, and the chat invitation was already displayed, then the *Click to Call* engagement will not be displayed. As part of the 2016 roadmap we plan to add an option to define separate capping for Content and Chat.
- A *Click to Call* or chat engagement may be displayed during a call. A *Click to Call* engagement may also be displayed during a chat.

- The APIs will be available for 6 hours after the first status was reported or after the brand requested to close it.
- Visitors and Engagement History will not display specific information about this engagement type.
- Additional metrics, including data that was passed by the brand, will be provided via custom reports.

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