



FACT SHEET

GoToAssist™

Citrix GoToAssist

An investment in your customers gives the greatest return, but in today's business climate, you're asked to maximize results with minimum resources. Citrix® 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

Citrix 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.

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.

For more information on GoToAssist, please visit www.gotoassist.com

Citrix Online**A Division of Citrix Systems, Inc.**

5385 Hollister Avenue
Santa Barbara, CA 93111 USA

Product Information:

www.gotoassist.com

Sales Inquiries:

gotoassist@citrixonline.com
Phone: (800) 549-8541 (in the U.S.)
+1 (805) 690-5729 (outside the U.S.)

Channel Partners:

resellers@citrixonline.com
Phone: (805) 690-5711

Media Inquiries:

pr@citrixonline.com
Phone: (805) 690-2961

www.citrix.com



About Citrix Online: Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the most secure, reliable and powerful solution for Web-based technical support and customer collaboration; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 4,900 companies worldwide, including Cisco Systems, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at www.gotomypc.com, www.gotoassist.com, www.gotomeeting.com and www.citrix.com.