








Case Study: Lateral Chat

Lateral Chat is a Java-based, multi-browser compatible, lightweight and feature-rich chat application for real-time Internet communication, web event hosting, and customer relationship management. It was specifically designed to provide a rapid and robust chat experience.

Lateral Chat is much more than a chat client. With its powerful Customer Relationship configuration, it is able to assist web site owners to ensure that their users find the information that they require and do not leave the site dissatisfied. Lateral Chat can be customized to a client's particular requirements: branding, particular introductory text, location of interface elements, etc.

Features include:

-  A rich-text chat area, including font styles, colours and size controls
-  Slide-show features – the ability to 'push' web pages to users
-  Multiple rooms – users can participate in different rooms or create their own rooms for private conversations
-  Event moderation – powerful event moderation features including guest speakers, and a GUI for event moderation
-  Whisper operation – users can whisper messages to one another

Why Interaction Is Important

Increasingly, e-Businesses realise that community and interactive features are essential elements to develop customer loyalty, and create sustainable online businesses. Virtual Communities allow visitors to interact with each other, and live chat, coupled with organised chat events, is a powerful tool in the development of such communities.

Customer Relationship Configuration

Using the Customer Relationship Configuration of Lateral Chat, visitors to a site can interact with knowledgeable representatives. These features make a site more functional and valuable, enticing users to return regularly. The Customer Relationship Configuration has been designed to permit web visitors to rapidly access human assistance. It allows representatives to assist the user, and, with the slide-show features of the chat client, they can present information from the web to the user. They can also forward users to other Representatives who might be better able to assist with particular questions.

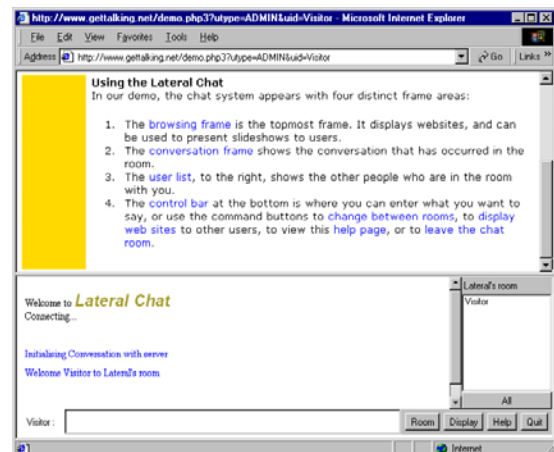
A form placed on any web page allows a user to enter a question. When submitted, the question is passed to the chat server, running with the Customer Relationship Configuration. The Server locates a free representative, and forwards the user to that representative. If all the representatives are busy, the user is queued in a 'waiting room', and presented with a slide show until an operator is available.

Moderated Events

The Lateral Chat supports moderated event features through the Moderation Configuration. This allows an event moderator to control the interactions between guest speakers, who can speak freely in a room, and members of an audience, who log online to participate in a hosted event. The sophisticated moderation interface is built in a Java 2 Swing interface, permitting the moderator to easily and quickly control who is speaking and what is said.



Lateral Chat demo website - www.gettalking.net



Lateral Chat - chat environment with user instructions currently displayed in the "slide presentation" area.

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