

Evaluating a **cobrowse** provider

Five things to consider when choosing a
vendor to enhance your digital CX





You've decided you'd like to incorporate cobrowsing into your digital customer experience. The question is: *which provider to choose?*

Not all cobrowse solutions are built the same.

There are different technical approaches to create a cobrowsing experience, and some methods work better than others. You want to be sure your needs are being met for the best possible cobrowse experience for your agents and your customers, now and in the future.

Evaluate your shortlist of cobrowse providers correctly with the following five considerations, and you can be confident in making the right choice.

1 Platform and channel support

It is critical that your cobrowse provider supports your customer engagements across all platforms and channels.

Your cobrowse provider also needs to support your platforms and channels not just today or tomorrow, but in the weeks and months to follow. In this time, new updates and releases could challenge your cobrowsing user journey.

- Firefox is updated every four weeks, plus urgent patches
- Google Chrome releases a full OS update every 4 weeks, plus security fixes and software updates every 2–3 weeks
- Safari updates with 5–6 patches annually
- New iOS versions are released every year alongside new iPhone models
- Android updates happen on a yearly cycle, preceded by a public beta

You want a cobrowse provider that is on top of technologies so that everything just works. For if things go wrong, you could be looking at costly delay times, nasty surprises and unhappy customers deciding to look elsewhere.



Nearly **75% of enterprises engage** with existing users through push and in-app messaging¹

87%

of businesses rate **SMS marketing as important** to their future marketing strategy²

41%

of consumers prefer talking to customer support **via live chat**³



Nearly two-thirds of enterprises are strongly **“mobile-first”**⁴



Over a third of corporations **use mobile apps to upsell** to current customers⁵

2 Comprehensive features

More features means more business value and greater flexibility.

Have you got these must-haves covered?

- Methods of session initiation (such as 6-digit codes both ways, SMS link, deep link through chat, and 1-click to connect)
- Native support for mobile web and application cobrowsing
- Session continuation with web and proxy-based cobrowsing to allow cross-domain and third party content with redaction, remote control and annotation
- Custom UI to make cobrowse fit seamlessly within your existing product
- Flexible, functional management by agent, role or session
- Agent present mode with full controls and redaction
- PDF cobrowsing support
- Localisation for different markets

You want a cobrowse provider that maximizes your investment. Look for a robust set of tools to play with in order to truly enhance the cobrowsing experience.



3 Security and compliance

Customers have high expectations when it comes to how their data is used and protected.

Be sure to look for the following security and compliance measures:

- Flexibility to self-host in the Cloud or your own data centers with air gap deployment support
- ISO and SOC 2 security certificates to ensure data handling adheres to the strictest security requirements
- Vulnerability management, with contractual agreements based on severity level
- Advanced redaction configuration, including redaction by default so that new features can be developed without the risk of exposing personal information
- Webview redaction support to ensure compliance and privacy within your hybrid native applications
- Audit logs
- Session recording
- Consent prompts

You want a cobrowse provider that will keep your business and your customers safe and secure. Avoid a new vendor becoming the weak link in your cybersecurity infrastructure.

54%

of consumers believe companies are responsible for protecting **customer data**.²⁷

97%

say data privacy is important to them, with 87% characterizing it as a human right.¹¹



Almost three-quarters of decision makers state that **meeting compliance standards improves** the perception of their business.²⁰

62%

of businesses **expect more compliance involvement** in cyber security in the coming years.²¹



In the last twelve months alone, **69% of large businesses have suffered a cyber breach**.²⁴

4 Software quality

You need a cobrowsing experience that works brilliantly every time, no matter where the user is or what platform they use.

You should optimize for three things in particular for a smooth experience:

- SDK size – you should be aiming for 600kb or less
- Low latency and accelerated load time
- Scalability and high availability

You want a cobrowse provider that will be able to handle anything you throw at it. Customers will reward a seamless, easy experience with loyalty and positive word of mouth.

Your customers are quickly frustrated when the digital experience falls short, as these internet behaviours show:



The probability of **bounce increases 32%** as page load time goes from 1 second to 3 seconds.



A one-second delay makes conversion **rates drop by 7%**.

48%

of customers **uninstall or stop using an app** if it is slow

40%

of users will **switch to a competitor** after a bad mobile experience

5 Future-fit adaptability

Hopefully, you know what's around the corner for your business—but there could be curveballs and surprise opportunities beyond the horizon.







Scenarios such as:

- A change of CRM provider
- Changing product requirements
- Teams expanding with different needs
- Legal and regulatory changes
- Potential for new technology integrations

You want a cobrowse provider that can adapt to your future requirements. Have peace of mind in a long-term solution that is ready for anything.



Why choose Cobrowse?

	Other solutions	Cobrowse
 Platforms	Most vendors support website co-browsing only	Full support for Web, Android, iOS, React Native, Xamarin, Windows and MacOS
 Function	WebRTC-only solutions cannot provide data masking, annotation, or remote control	Data masking, annotation, and remote control supported across Mobile, Web, and Desktop
 Session recordings / Audit log	Limited, if any, recording ability	Full video recordings and audit logs available for every session
 Integrations	Some integrations, but less future-proof portability	Designed for integrations, across CX, CRM, and bespoke solutions
 Mobile SDKs	If supported at all, typically screenshare only and require 20MB+ SDKs, or rely only on ReplayKit	All features supported on Android & iOS, with SDKs less than 0.6MB
 Private / Self-hosted	Not available, or requires legacy technologies and painful to run	Docker-based microservice architecture can be self-hosted across AWS, Azure, GCP, or fully on-premise

Learn more about Cobrowse

We are the most feature-rich and configurable cobrowse solution on the market, guaranteed.

cobrowse.io