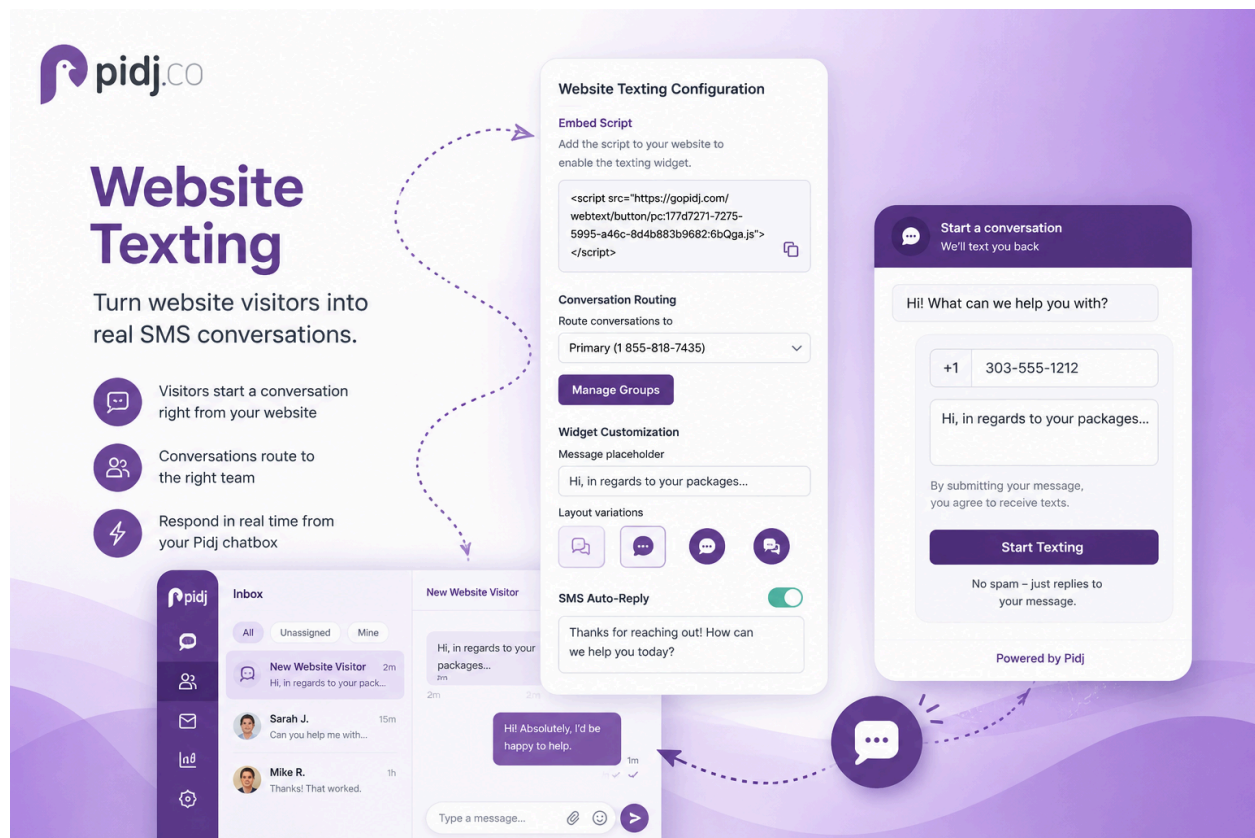


Feature Flight Pack

Website Texting



Overview

Website Texting allows visitors to start a real SMS conversation directly from an organization's website.

Visitors do not need to download an app or complete a traditional contact form. Once they enter their information and begin the conversation, messages are delivered to the organization's existing Pidj chatbox, where agents can respond using their normal workflows.

Website Texting extends an organization's existing texting experience to its website while keeping conversations, routing, and agent activity centralized inside Pidj.

Customer Benefits & Outcomes

Increase Conversions

Give website visitors an immediate way to contact the organization instead of asking them to complete a form and wait for a response.

Provide Faster Customer Service

Incoming messages appear in the Pidj chatbox, allowing agents to respond quickly and continue the conversation over SMS.

Improve Engagement

Text messaging can provide a more direct and convenient communication experience than email or traditional website forms.

Centralize Communication

Website-initiated conversations appear alongside other SMS conversations in the standard Pidj Chatbox.

Continue Conversations Beyond the Website

Because the conversation takes place over SMS, visitors can continue texting even after they leave the website.

How Website Texting Works

1. Enable Website Texting in Pidj.
2. Add the Website Texting widget to the organization's website.
3. Configure the widget settings:
 - Conversation routing
 - Message placeholder text
 - Preferred widget layout
 - Initial SMS auto-reply
 - Optional contact tagging
 - Instant AI answers (*coming soon*)
4. A visitor enters their information and starts the conversation.
5. The conversation appears in the Pidj chatbox.

6. An agent responds using the standard Pidj inbox.
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Key Talking Points

- Simple website installation
- Uses the existing Pidj chatbox
- No separate agent application
- Mobile-friendly visitor experience
- Supports existing assignment and routing workflows
- Conversations continue over SMS after the visitor leaves the website
- Optional tagging can help organize and identify website-generated contacts

Frequently Asked Questions

Is Website Texting the same as live chat?

No. The visitor begins the conversation through the website, but the messages are sent and received through SMS.

Do visitors need to install an app?

No. Visitors can begin the conversation directly from the website.

Can multiple agents respond?

Yes. Website Texting uses the existing Pidj chatbox and supports the organization's normal agent assignment and collaboration workflows.

Can the conversation continue after someone leaves the website?

Yes. Because the conversation is SMS-based, the visitor and organization can continue texting after the visitor closes or leaves the website.

Does Website Texting use the organization's existing phone numbers?

Yes. Organizations can configure the widget to use an eligible existing Pidj phone number.

Does a Pidj user need to be logged in for a conversation to begin?

No. A visitor can begin a conversation whether or not an agent is currently logged in. However, an agent must log in to Pidj to view and respond to the conversation.

Can website contacts be tagged automatically?

Yes. An optional tag can be applied to contacts who begin a conversation through the website widget.

Can the widget route conversations to a specific team or group?

Yes. Routing can be configured so website conversations are directed to the appropriate team or workflow.

Does Website Texting support automated answers?

Instant AI answers are planned for a future release.