

# Push Notifications for Web Chat

## Feature Summary

With this feature, web chat users will receive desktop or mobile browser push notifications when there is a new message and they don't have the browser in focus.

Web users will be prompted to enable browser notification permissions when they join the queue and haven't enabled browser permissions before.

## Key Benefits

The biggest challenge in the web chat channel is re-engaging users who leave the browser window – which the majority of users do, especially if they are waiting a few minutes for an agent.

The key benefit of enabling push notifications is reducing high rates of queue abandonment, ghosting, and time-outs.

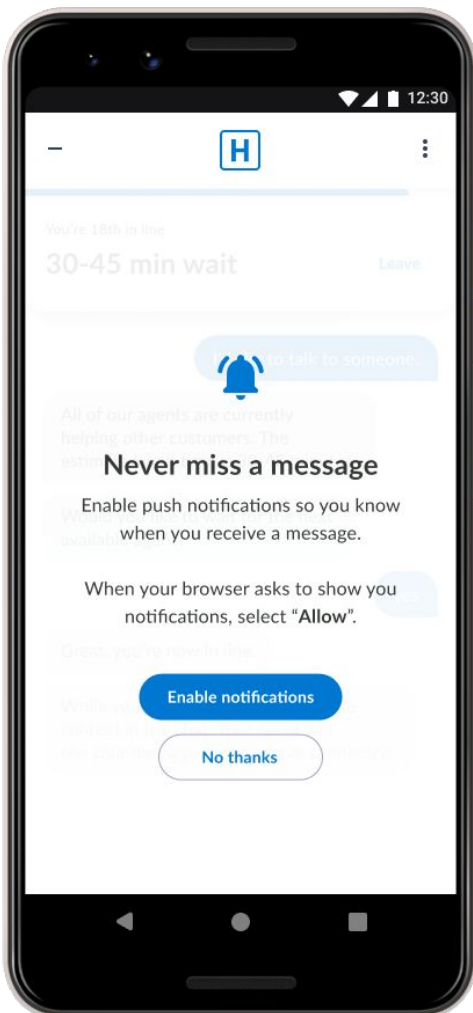
## Enabling the Feature

This feature will be automatically enabled as part of the ASAPP Web Chat SDK. To disable the feature, please reach out to your Implementation Manager or Customer Success Manager.

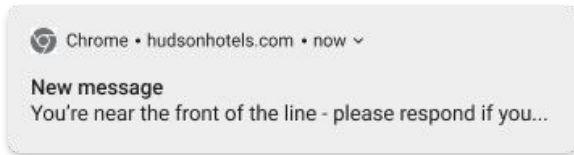
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## Feature details

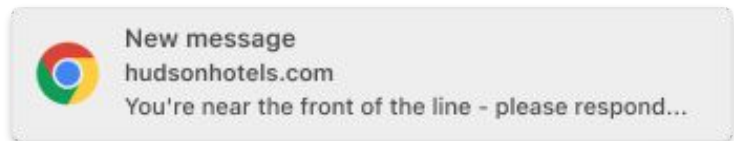
Available in all browsers that support Push Notifications.  
Includes all major browsers on Windows, Mac, and Android.



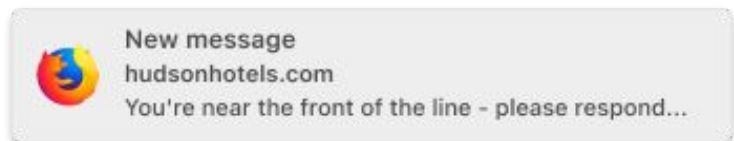
The Web Chat SDK will request browser notification permissions when the customer joins the queue



Android mobile web push notification



Chrome desktop web push notification



Firefox desktop web push notification

Will support browser web push notifications on different platforms and devices

## FAQ

### **Will this work for all web chat users?**

This will work in all major browsers on Windows, Mac, and Android, but not iOS.

### **When exactly will notifications be sent?**

When customers are in a chat in a web browser, and they receive a new message, but they don't currently have the browser tab in focus, they will receive a notification.

If they're already looking at the tab that has chat open, they will not receive a notification.

### **Does this require development effort to enable?**

No. This will be enabled automatically, as a feature upgrade in the ASAPP SDK.

### **How/where is this configured?**

If you'd like to disable this feature, please reach out to your ASAPP Implementation Manager or Customer Success Manager.

### **How is this different than push notifications in the mobile SDKs?**

ASAPP's iOS and Android SDKs, for in-app chat, already support push notifications.

This feature brings the same functionality to users in a web browser, whether on a computer or an Android phone. This new feature also requests *permission* to send notifications every time a customer gets added to the queue. ASAPP will add this functionality to the in-app SDKs in the future.

### **How will this interact with other parts of the website that wish to send push notifications?**

The website can still send notifications, independently of this feature.

ASAPP strongly discourages requesting permission to send push notifications without providing a clear value proposition to customers, because empirically the vast majority of users (around 99%) block access, at the browser level. This makes it impossible for ASAPP to send push notifications in the future, or even to request permission to send push notifications.

### **If a customer is signed in to both Web Chat and App Chat, how will notifications behave?**

Each device acts independently - i.e. if the customer doesn't have the web browser open, they'll receive web notifications (even if they *do* have the app open).

Note that it is extremely rare for customers to use multiple devices simultaneously like this.