



LivePerson Sync:

**The synchronization
layer for connected
agent workspaces**

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Connect your agent workspace to your CRM in real time, so agents see the full customer picture instantly, and every interaction updates the systems that run your business.

The challenge: the cost of disconnected systems

Most service environments still force agents to work across disconnected tools. Customer history lives in one system, conversations happen in another, and post-interaction work happens somewhere else entirely. The result is less context, more effort, and a customer experience that breaks precisely at the moments where speed and continuity matter most.

The underlying problem is structural. Traditional CRM integrations treated the contact center as a messaging window: a rigid widget sitting beside the CRM, limited in what it could see and do. LivePerson Sync is built on a different premise entirely, that the conversation platform and the CRM should operate as a single, synchronized engine.

The solution: from messaging integration to platform unification

LivePerson Sync connects the Conversational Cloud® with leading CRM platforms through an event-driven orchestration framework, a layer that watches for specific triggers across your entire stack and coordinates the right action, automatically, in real time. It turns disconnected systems into a coordinated workspace that moves with the conversation.

- **Context preservation across journeys:** Continuity is maintained across chatbot, AI agent, and human interactions. Customers do not repeat themselves.
- **Open architecture:** Out-of-the-box configurations for Salesforce, Microsoft Dynamics 365, ServiceNow, Zendesk, and other enterprise environments, including custom and legacy systems.
- **Configured, not coded:** Workflows are built through a no-code rules configurator, making updates and iterations significantly faster and less expensive than traditional integration approaches.

Four deployment models, built around how your agents actually work:

- **LivePerson in CRM:** Delivers native chat capability fully embedded in your CRM interface. Agents never leave their system of record. Available for Salesforce, Microsoft Dynamics 365, and other enterprise CRMs. Replaces LivePerson Anywhere.
- **CRM in LivePerson:** Brings your CRM data, records, and workflows directly into the LivePerson workspace through configurable widgets, so agents have full context without switching applications.
- **Dual-Screen:** Provides bidirectional synchronization across both environments. When an agent moves between conversations in LivePerson, the corresponding CRM record surfaces instantly on the adjacent screen. Zero manual searching, zero copy-and-paste.
- **Enrichment:** The backend automation layer. When an interaction ends, LivePerson events automatically trigger CRM workflows: transcript ingestion, conversation summaries, customer record updates, outbound campaign triggers, and more.

Different teams can run different models simultaneously, sales on one configuration, service on another, without infrastructure overhaul.

The impact: faster operations, stronger experiences

LivePerson Sync removes the operational drag that disconnected systems create and gives agents a workspace built for speed, accuracy, and continuity.

40% reduction in average handle time	Remove manual record searches, repetitive data entry, and after-call admin work from the agent workflow.
25% boost in customer satisfaction	Give agents immediate access to customer history and preserve context across every handoff.
10% increase in revenue	Surface sales opportunities in real time, support more relevant agent engagement, and reduce missed conversion moments.

Why LivePerson Sync

Built on lessons from over 110,000 deployed agents across the world's largest contact centers, LivePerson Sync treats agent desktop unification as the foundation for speed, consistency, and control as service operations expand across AI, automation, and human support.

GET STARTED

Ready to connect your agent workspace and CRM in real time? The agent desktop is where the brand promise is kept. Contact your LivePerson representative to see how LivePerson Sync can simplify workflows, strengthen context, and modernize the service experience.

About LivePerson, Inc.

LivePerson (NASDAQ: LPSN) is a leader in trusted enterprise conversational AI and digital transformation. The world's leading brands use our award-winning connected experiences platform to connect with millions of consumers. We power nearly a billion conversational interactions every month, providing uniquely rich data analytics and safety tools to unlock the power of conversational AI for better business outcomes. Fast Company named LivePerson the #1 Most Innovative AI Company in the world. Learn more at liveperson.com.