

## What it does and how it works!

Love him or hate him this is what Bill Gates said at the ETRA Conference in Belgium ***“In the future, there will not be any significant web sites that do not contain this capability. The question is: How significant do you want your web site to be?”***

What was Mr Gates talking about? He was talking about the “We Call You NOW” tool. And the future is here now.

This tool is a button, which is on your web site, in your emails or even in electronic files like this one below:



If you are connected to the Internet and click on this button, a window opens where you can put your phone number. You then click the call button you're phone starts to ring, after you answer you hear our phone ring and then we are connected.

This is NOT voice of the Internet. You require no computer speakers and microphone. This rings on your exiting landline or mobile phone.

This tool is simple and easy to use. It's just the insertion of one line of code. That's it.

Let's be honest here. While we love the convenience and utility of the Internet for many activities, we still require and demand a personal touch to conduct business, especially in the beginning. The only way we can do this is by communicating. Our choices are,

- Meetings
- Telephone, in bound
- Telephone, out bound
- IM
- SMS
- Email
- Fax
- Post

Notice what's missing? Web sites. They are NOT a communication's channel but a form of intelligent transactions, interactions or information dissemination. Your web site serves one of three purposes (maybe all three).

1. Conduct sales. It sells and you want orders and reorders.
2. Customer service. It helps support existing clients and customer with 24/7 assistance.
3. Knowledge, information or education distribution – usually as a product in its own right or as an element of customer service and/or acquisition.

The problem is that we know that 2/3 thirds to 90 percent of all shopping carts are abandoned. If only we could have “talked” at the time of abandonment, at least 1/3<sup>rd</sup> more of these sales could have been closed. (eStara, Click to Call Services: The Right Call for Your Enterprise?)

Self-service IS customer service for many items BUT what about those that are outside the “Frequently Asked Questions” (FAQ’s)? What about complex problems? What happens when the provided knowledge, information and education results in more questions than answers?

From a web site point of view, after providing automated customer service, non-assisted sales and information distribution the only goal/or action from all web sites is to capture emails and phone numbers for follow up. Rarely does a web visitor leave you a phone number but they will click a “Call Me NOW” button.

Now there is something that is new and different. It is a simple push button on your web site or in your email. It initiates a telephone call between current or potential customers or clients and you, BUT on their terms and with no cost to them. They enter their phone number and the tool immediate rings their telephone. They are then connected to the phone number of your choice at your establishment and the assistance can be given and business progressed.

When can you demonstrate customer service from your web site and cement the lifetime value for your clients? Now.

When can you answer a question from a qualified prospect on your web site and close a sale? Now.

When can you transform a question about some of your information into the introduction of your products or service offerings? Now.



This button/link can be on as many pages of your web site as you wish, in all your emails, or even imbedded into reports and white papers. Click to see how it works.

Businesses who have used it on their websites have doubled sales and booking completion rates. (Forrester Research, May 5, 2005 Click-To-Callback Bridges The Cross-Channel Gap by Bob Chatham with Nate L. Root and Elizabeth Backer)

After finally getting web sites right, with great automated customer service, easy to use shopping carts and information rich distribution systems, it’s time to talk again. It’s not with out bound call centres. It’s not fax broadcasts. It’s not mass emailing. It’s not with in bound integrated voice response systems. It’s not cheap and nasty call centres. It’s **with** clients and prospects conversations that you initiate! This is NEW and Different. Try it. Organisations who use this tool are reaping huge rewards in sales conversions and client satisfaction.

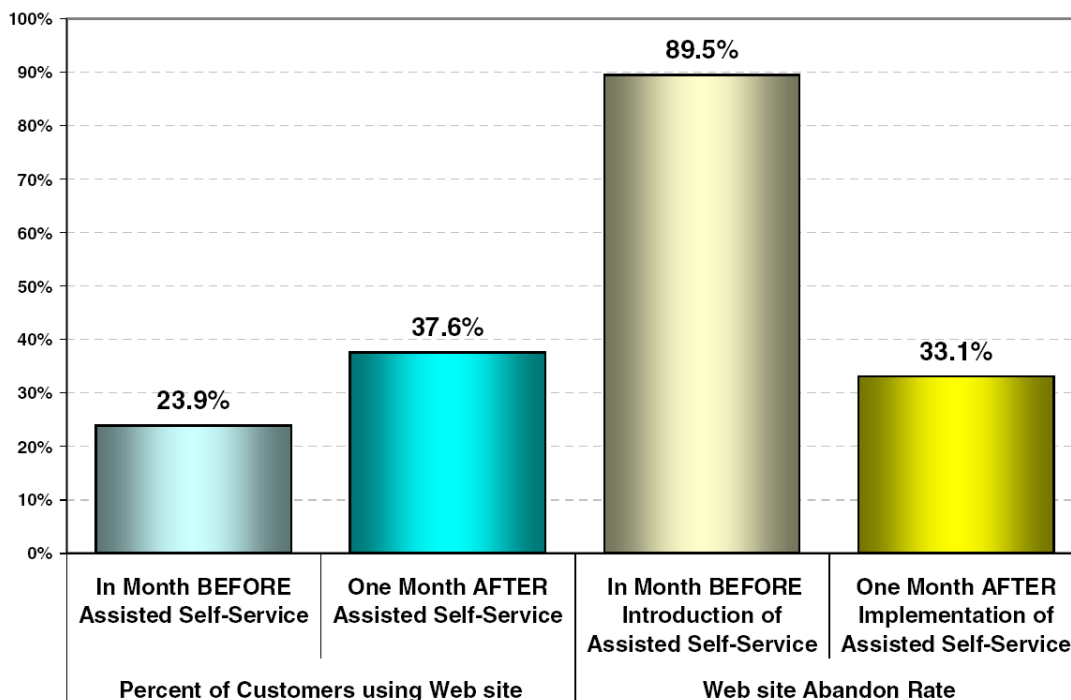
## Increasing Internet sales and reducing abandonment

The value proposition for any new technology must include as many of the following scenarios as possible

- increase revenue** (company growth)
- increase wallet-share** (customer loyalty)
- increase market-share** (customer knowledge)
- increase customer satisfaction** (retention)
- reduce costs** (company profit)
- increase scalability** (market dominance)

### Impact of Assisted Self-Service on Web site Customer Usage

Source: BenchmarkPortal



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[www.benchmarkportal.com](http://www.benchmarkportal.com)

□ **Increase revenue:** By offering customers immediate Internet-based voice assistance while they are still on the Web site, companies can actually walk their Web site visitors through the ordering process and add non-obtrusive “suggestive selling” as desired. The results in terms of improved conversion rates have been as much as 25% in many cases studied.

To illustrate, across a wide range of industries, online conversion rates are in the 1.5 to 4% range. Comparatively, agent-assisted conversion rates in the same companies average 30%. Using these broad industry averages, if you could

seamlessly bridge the Web site visitor, who doesn't buy via the self-service channel, with the call center agent via Click-to-Talk, then, with only a 5% call through, a business could double the revenue generated on its Web site.

Based on the combination of our research, we would expect that Web site utilization would increase while the corollary, Web site abandonment, would decrease as a result of this technology.

□ **Increase wallet-share:** Once a customer is actually on a company's Web site, it is possible to add high levels of up-selling and cross-selling. Trained agents engaged in dialogue with a customer can effectively deliver compelling offers to customers resulting in increased order size, as well as the number of orders per customer.

□ **Increase market share:** A company's Web site lends itself perfectly to information gathering, product research, and simple transactions. However, high-value and complex transactions, such as mortgage applications, luxury item purchases, and premium consumer electronics generally are best sold in a personal, consultative interaction. Click-to-Talk allows companies to bridge the Web site to the call center for the highest quality sales experience resulting in the highest conversion rates possible.

□ **Increase customer satisfaction:** Study after study has proven that customers appreciate the option to "help themselves," wherever and whenever possible. However, studies have also shown that when self-service is not working (for whatever reason), customers prefer speaking with a customer service agent for support to other forms of communication. Click-to-Talk gives visiting Web site customers the security to try Web self-service without the fear of failure. This "security blanket" alone has resulted in increases of nearly 50% in the adoption of Web self-service. In the Click-to-Talk case, a voice solution delivering the customer's most preferred interaction channel has proven to maximize satisfaction levels.

## Where should I put the button on my web site?

We are often asked this question. In fact, we have put together this paper to give you both a framework for understanding the answers and well as a matrix of industry specific suggestions.

Ideally, you should put the button in the following areas:

- On your “Contact Us” page”. Well that makes sense. It’s what you want to happen except in this case you contact them!
- On your “Frequently Asked Questions” (FAQ’s) Page. This should be at or near the bottom. You don’t want everyone taking the easy way out and having to call them. You want them to try “self service” first but if they still have questions you want to provide excellent customer service.
- Your Assistance button should be included on your “Customer Service” tab. If you are serious about customer service and trying to make self-service as obvious and complete as possible, BUT the service delivery is still incomplete, the “Need Assistance” button demonstrates your commitment to real customer service.
- You need to include the Assistance button on every page that includes a complex process. These may include:
  - Sign up processes
  - Credit card payment processes
  - Registration process
- You should have your button on all pages that include a high value purchase. Most if not all of these purchases will require the reassurance and comfort of a call to complete the process. Typical examples include:
  - Travel arrangement
  - Accommodation
  - Real Estate
  - Financial services
  - Etc
- Remember, with more people finding sub pages within your site from search engines like Google and Yahoo, it is important to consider including your Assistance button in the header or footer as many people will never see your Home Page!
- You should include the Assistance button in your email signature file.
- You can and should include the button in all electronic files like Word documents, PDF’s, power point presentations etc to move people from passive reading to interactive business relationships.

We believe that more is better so place it on lots of pages, in your email signature file and with all files and documents, like this one!

## Button Design Considerations

The success of the "We Call You NOW" tool occurs when you are talking with your existing clients, prospects, or visitors doing research on your web site. In all of these cases they are looking to do something.

Existing clients are most likely looking for some kind of customer support. This could be the in the form of a download, update or a simple FAQ.

Prospects may be interested in you or your products/services and are doing a bit of intelligence gathering.

Many are just doing "research", a bit of looking around and comparisons prior to making a purchase.

In all cases, the activity that may push them over the line from a researcher into a buyer is a conversation with you. The abandonment of shopping carts runs from 66 percent to as high as 98 percent. Sometimes it is lack of clarity, confusion about the process or unanswered questions that feaster away. The reassurance of a short conversation is all that is needed to reduce abandonment down to as little as 33 percent.

As important as the button location, is the button message. These can vary greatly based upon the "call to action". Our default button has a question, two statements and a "call to action".

Question: Need assistance?

Statement 1: WE CALL YOU NOW

Statement 2: IT'S FREE

Call to Action: Click Here

Our approach is one of customer support, service and care. The question could have been, and may be more appropriate for you, if they are:

- Need Help?
- Need more information?
- Still unclear?
- May we help you?

Statement 1 indicates what is going to occur:

- We Call You Now
- Talk to me
- Talk with me
- Lets talk

- Talk to a real person

Statement 2 is important. It tells the person that they will not be charged for the service and the call. You may choose to use:

- Its toll free
- Its a free call
- No cost to you
- Totally FREE

The call to action is a simple request: It can be like ours or embellished as discussed below:

- Click here
- Click to talk
- Click to call

All of these can be mixed and matched BUT there are other alternatives. You can make the statements into invitations and you can make the "call to action" time limited.

Note, the We Call You NOW tool allows you to have an unlimited number of buttons. Each of these can be customised to your site. Each can link to a separate phone number.

Effectively, each button is a mini "banner ad" that links to a live human being. This is the best opportunity to conduct and complete business.

Other "calls to action"

- Click for a free upgrade
- Click to talk about last minute deals
- Click for a 2 for 1 special
- Click to confirm availability
- Click to talk about weekend specials
- Click for weekly rates
- Click to pay via the phone
- Click to schedule an appointment
- Click to make a reservation
- Click to discuss in greater detail
- Click about sizes
- Click to check status

- Click about pricing
- Click and save 10%
- Order now and save
- Click for daily specials

You get the idea. The power is in the button message and the fact that the user is going to get immediate satisfaction from talking to a real person.



## The “Call to Action” is a CALL!!!

In the cluttered and spam trapped world of email marketing it is now much harder to get messages read and acted upon. “Push to Talk” technology greatly enhances the chances for a successful “call to action” as it is new, effective and unique.

So what is “Push to Talk” technology in an email?

It is a “call to action” button in an email. It can have the message on the button or in the surrounding text. It even works in non-html emails as a simple hyperlink.



Various options exist, from the use of a standard button with surrounding action text, or a customised button with a call to action on the button like “First 10 people to click the button and answer the question correctly win”.

Both have proven successful for email marketers.

Just how and why should this be used?

Our experience shows that a specific “call to action” works. And it works better than “audio post cards” and other gimmicks. A “call to action” that says “**just click on the button and we call you on your phone – now and for free**” is both novel and effective. Time constraints enhance a “call to action” button:

- First 10 calls receive ...
- Free upgrade to the first 50 clicks ...
- Answer our quiz question by Friday and win ...
- Push to register today and be in the draw for ...
- Your opinion matters, click and we will call you now and listen to you ...
- We call you! Talk to a real person now and win!

Reporting and tracking of each button click and call made completes the power available with this emerging conversion tool. It is time to convert emails to leads and sales – sign up and prove it to yourself today!