



# HelpCaster®

## Click to Talk

Deliver Immediate Online Customer Service from the Click of a Button

### BENEFITS

#### **Exceed customer expectations.**

Provide immediate and secure voice communication with your business directly from your website, and ensure all web customers receive immediate customer service on demand.

#### **Maximize customer loyalty.**

Providing your customers with live and immediate assistance directly from your website ensures a much higher degree of customer satisfaction, increasing loyalty.

#### **Increase online sales.**

Visitors provided with live assistance purchase and complete online processes at much higher rates than those who are not. This personalized interaction eliminates barriers to purchasing, and provides an opportunity to up-sell or cross-sell.

#### **Rapid and Easy Deployment.**

Contact us today, and you will be up and running within 48 hours. Since Click to Talk is provided as a hosted service, no additional hardware or software is required.

#### **Global Availability.**

Enable customers to call you from anywhere in the world. The Click to Talk interface is available in both English and French, and can be configured to receive calls from up to 250 countries.

#### **Flexibility**

Use a full range of API's to create and tailor your own Click to Talk solution based on your own needs and requirements.

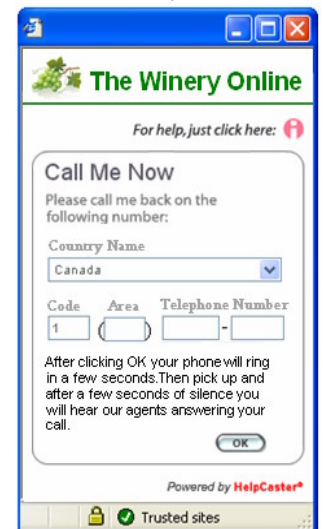
HelpCaster's Click to Talk connects online businesses with their website visitors by enabling voice communication on the internet. There has never been an easier way to offer immediate live support on your website, improve customer satisfaction, and increase online sales.

### How does Click to Talk Work?

Instead of manually dialing a phone number, website visitors simply press a Click to Talk button to speak with a customer service or sales agent. The call request is sent to our servers, which instantly connects the customer to the appropriate representative. You can offer your web customers two methods of voice communication:

**By Phone** – Lets your website visitors get an immediate callback from your organization on any telephone by simply entering their phone number on your website.

**By Computer** – Allow customers to contact you at any telephone number you desire directly from their PC using a microphone and speakers.



### Where will Click to Talk Help?

Click to Talk benefits any organization with a website. By offering superior online service, you ensure customers get their questions answered immediately without having to leave your website. As a result you can close more online sales, and improve customer loyalty and satisfaction. Click to Talk brings the in-store customer service experience to the internet. The following industries have already realized significant benefits:

**Travel & Hospitality** – Increased online bookings and improved customer service

**Retail** – Improved online sales and shopping cart conversion rates

**eMarketing** – Add interactivity to email campaigns to boost response rates

**Finance** – Providing instant customer service online.

## Key Features and Benefits

### Customer Experience

<b>Web to Voice</b>	Provide customers with the ability to speak to you simply by clicking a button on your website using a regular phone or their computer.
<b>Global Reach</b>	Allow customers to communicate with you from over 250 countries worldwide.
<b>Multilingual</b>	Present the Click to Talk interface in either English or French.
<b>Browser-based</b>	No external downloads are required for using Click to Talk, it operates directly within the customer's web browser using ActiveX.

### Customization

<b>Branding</b>	Display your own company logo or a banner within the Click to Talk interface.
<b>API's</b>	Use our full range of API's to create your own Click to Talk solution with a completely customized interface and functionality.

### Administration

<b>Management</b>	Create, edit, and customize Click to Talk buttons easily and quickly.
<b>Reporting</b>	Produce detailed reports that display the call volume, time, duration, and origin of Click to Talk calls from your website.
<b>Tracking Codes</b>	Embed tracking codes into your Click to Talk buttons that enable you to determine the originating web page or link of incoming calls.
<b>Seamless Integration</b>	Click to Talk can be used together with HelpCaster Click to Chat and / or HelpCaster Self-Service to provide additional channels of communication.
<b>Hours of Operation</b>	Specify "hours of operation" for each Click to Talk button.

### API's

<b>Phone Number</b>	Specify the telephone number that various Click to Talk buttons connect to.
<b>Call Type</b>	Specify whether the Click to Talk button allows the customer to either get an automated callback on their telephone, or speak to you directly through their PC.
<b>Country</b>	Select from a list of over 250 countries that you want to receive calls from using Click to Talk.
<b>Override "Hours of Operation"</b>	Choose whether or not to have various Click to Talk buttons enabled outside of your regular business hours.