

BOLDCHAT® Click-to-Call

Highlights

- Thousands of customers, worldwide
- Highly customizable buttons, windows, & invites
- Guaranteed 99.95% uptime
- The industry's best value
- Fully deploys in days
- 24/7 support
- Proven installs across vertical markets

Better than an 800#?

With both a voice and visual connection, click-to-calls enable reps to talk while they interact with the click-to-call interface. The agent will know the caller's name, their website location, their geographic location, if they've ever called before, and more. Operators with access to this type of data have an immediate advantage before they even answer the call.



What's the Difference?

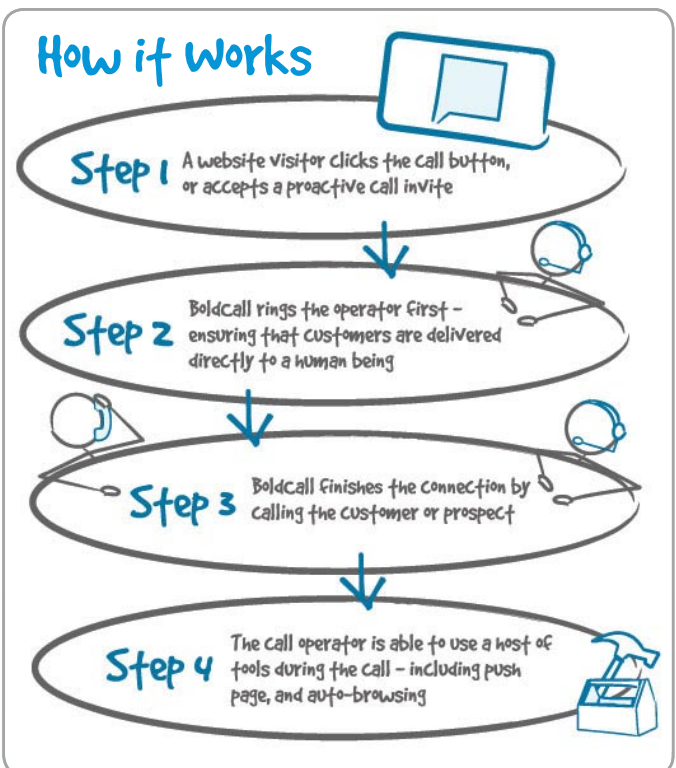
Many website owners ask, "Why not just put my phone number on my website?" Click-to-call offers several tangible benefits that cannot be achieved using the standard 800#.

1. **Caller Quality:** Click-to-callers are better informed and ask more detailed questions than toll free callers.
2. **Integrated Data:** Because click-to-call products like BoldCall include an operator interface which includes website behavior about the visitor, the representative taking the call has an immediate leg-up before they even say "hello."
3. **Reduced Costs:** Click-to-calls are typically shorter than toll free calls which directly impacts the bottom line.

Reports, studies, and analyst briefings agree that click-to-call gives a website a competitive advantage in its market.

In a recent study, Forrester concluded that for several companies which implemented click-to-call technology, "...the organizations saw a reduction in the abandonment rate and an improvement in the conversion rate," on their websites.

How it Works



Who Should Have Click-to-Call?

BoldCall can deliver an immediate return on websites that sell complex products or services, or in engagements where personal relationships are key (real estate, insurance, car dealers, attorneys, and travel agents). Online retailers, as well, can utilize the technology in particularly sensitive areas of their check-out process.

On the support side too, click-to-call is often a better choice. In fact, Jupiter Research found that when it comes to questions about billing, delivery, product support, or service and general order inquiries, the relative majority of consumers prefer phone contact over any other alternative.

BOLDCHAT® Click-to-Call

"BoldCall is an excellent way to provide intelligent real-time customer service to people playing Games on Demand, enabling us to answer questions and resolve issues quickly."

- D. Freund

Director of customer support at a leading games-on-demand provider

Features & Benefits

With BoldCall, you'll have advanced knowledge of the website visitor you're talking to. You'll see what keywords brought them on site, how long they've visited, what page they are currently browsing, and more. Additionally, BoldCall users can push pages to the visitor in order to increase cross-sell and up-sell opportunities. Many BoldCall features simply rely on the BoldChat infrastructure (like issuing invitations) but some are completely unique to voice-based website communications.

Reporting

Management style reports reveal critical data about call duration, calls resulting in conversions, agent effectiveness, and more.

Invitation Engine

With BoldCall's integrated proactive capabilities, call centers won't be waiting for the phone to ring. Simply create rules based on website visitor behavior and send invitations with customized messaging.

Auto Distribution

A load balancing ACD (Automatic Call Distribution) feature automatically assigns calls to the proper operator.

Call Control

Administrative controls allow users to set hours of operation, restrict calls by country, create a 'blocked' list, and control internal access through advanced permissions.

Scheduled Calls

BoldCall allows the website visitor to request a call for a specified time in the future and the BoldChat system will automatically make the connection.

Go Mobile

Flexible work environments or roving support personnel can take advantage of the Go Mobile feature allowing calls to be automatically routed to cell phones without the need to formally accept the call request.

The screenshot displays the BoldCall software interface. At the top, a table lists call records with columns for Phone, Ext., Operator, Department, Started, Answered, Ended, Call Launch URL, Country, City, and Category. A red circle highlights the 'Country' and 'City' columns, with an arrow pointing to the text 'Caller's geographic location.' Below the table, a 'Call History' panel shows a list of call timestamps. A red circle highlights this list, with an arrow pointing to the text 'See a history of previous calls.' The main area shows a 'Details' view for a specific call, including fields for Call ID, Call Status, Call Type, Call URL, Chat Name, Custom Call Window, Custom URL, Initial Question, Page Type, Visit Email, Visit Info, Visit Phone, Visit Phone Country, Visit Phone Extension, and Visit Ref. A red circle highlights the 'Call URL' field, with an arrow pointing to the text 'View the web page the caller is on, or push them to specific pages.' To the right, a preview of the caller's web page is shown, featuring the 'UberElectronics' logo, a navigation menu, a shopping cart, and product recommendations. A red circle highlights the 'Call URL' field in the details panel, with an arrow pointing to the text 'View the web page the caller is on, or push them to specific pages.'