



# CLICK TO CALL

Engage Customers Proactively to Improve Sales and Contact Center Efficiency



## BENEFITS

**Increase Online Sales** – Online revenues may increase by as much as 45% according to analysts. Create a seamless hand off from the Web to the contact center.

**Reduce Web site Abandonment** – Click to Call reduces Web site abandonment by more than 25% by connecting customers to agents at key pain points in their online session.

**Enhance Customer Satisfaction** – 92% of Click to Call users say the service “greatly” or “significantly” enhances their online experience.

**Eliminate Unproductive Calls** – Click to Call acts like an unlisted phone number, so sales agents can spend their time with real customers instead of unrelated support calls that may be better handled with self-service tools or a chat solution.

**Implement Quickly and Easily** – eStara’s experts work with clients to add Click to Call to Web sites with no disruption of existing processes and procedures. One line of code is all that’s needed to get started.

**Scale to Meet Business Demand** – eStara’s VoIP network is monitored to manage expanding call volumes. eStara’s self-service customer portal gives the power to instantly provision, manage, and analyze any Click to Call implementation.

The world’s most recognized brands trust eStara Click to Call to increase sales by bridging the gap between the online and contact center channels. eStara Click to Call is a fully-hosted, on demand solution that allows companies to engage online buyers proactively and turn any call center into a sales center.

Click to Call technology creates a continuity of experience for consumers as they transition from the Web to the phone. By leveraging real-time online session data, eStara Click to Call allows companies to proactively and intelligently engage consumers at strategic points throughout the sales process.

### Click to Call, More Than Just a Phone Call

More than just a button on a site that allows visitors to place a phone call, eStara Click to Call is an enterprise-level solution designed to offer personalized and relevant cross-channel sales and support to consumers. eStara Click to Call delivers a seamless hand-off from the Web to the phone, and offers a variety of features that help increase sales conversions, reduce Web site abandonment and improve customer experience, including the ability to:

- Leverage business rules to target high-value customers
- View customer data in real-time to minimize call handle times
- Deliver cross-sell and up-sell information via Page Push and Co-Browse
- Route calls dynamically based on customer need or caller location

With Click to Call, companies can help customers avoid the usual frustration of dealing with an IVR system when they transition from the Web to the phone. Because the contextual information from their online session is passed through to the call center, calls are routed to the most appropriate department and the agent will already have insight into the issue that prompted the customer to call, thus eliminating the need for customers to start over from scratch.

Using this data passing capability, the world’s leading online retailer was able to reduce average call handle times by more than 70 seconds per call.



Start the conversation with eStara.



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## Delivering the Right Form of Contact at the Right Time

Click to Call delivers a number of features that allow companies to engage consumers with the right form of contact at the right time, allowing for extended contact and collaboration between buyers and sellers. Unlike other solutions, eStara Click to Call requires no additional hardware or software on the part of the contact center. Calls are routed to existing telephony infrastructure while data can be passed to the company's preferred CRM or Web analytics solution.

Because different consumers have varying preference, Click to Call can be fully integrated with eStara Click to Chat for a seamless escalation path between chat and the telephone. Both offered as separate solutions, companies can choose to deploy Click to Call or Click to Chat leveraging the same business logic.

Features of the eStara platform include:

**Data Pass.** Displays contextual information from the caller's Web session to any sales or service agent.

### Rules-Based/Dynamic Engagement.

Controls precisely when and where Click to Call buttons appear based on context such as time spent on a specific Web site page, product viewed, shopping cart value, customer status or hours of operation.

**Co-Browse.** Increases efficiency and service. With one click, agents are able to help customers navigate sites, highlight error fields and complete applications or forms.

**Page Push.** Push relevant pages, including product promotions and potential cross-sell or upsell opportunities, to customers using their Web browser or touchtone dial pad.

**Dynamic Call Routing.** Routes Click to Call callers transparently to a specific call center or sales/service agent based on a wide variety of parameters such as the caller's geographic location, referring search engine or URL, or the time of day. eStara's find me/follow me capabilities allow companies to route calls to multiple locations to guarantee no call goes unanswered.

**Automatic IVR Routing.** Improves customer satisfaction by letting the user skip through complex voice-response menus.

**False Call Prevention.** Identifies received but unwanted calls, and prevents the connection of certain calls based on the monitoring of complex usage patterns.

**Customized Audio Messages.** Delivers a custom audio message to the customer at the beginning of a Click to Call exchange.

## Adding Value and Context to Online Conversations

eStara Click to Call allows companies to target online prospects proactively to speak with a live customer service agent over the phone from any online medium, including Web sites, emails, directory listings and banner ads.

In addition to being a key solution for improving online sales and support, Click to Call also serves as a valuable complement to Web

analytics solutions, by allowing companies to track cross-channel activity in real-time.

Through eStara's customer portal, customers can provision Click to Call buttons in a matter of minutes and begin tracking activity online. eStara's reporting capabilities and multivariate testing capabilities can help companies track and understand call volumes, costs, and patterns. eStara customers can access:

- Extensive library of configurable reports, graphs, and caller maps
- Schedule reports with results delivered via email or fax
- Customize an at-a-glance dashboard displaying key usage graphs, metrics, and maps
- Create variables to capture additional data on button usage and other information to enable detailed analysis
- Generate post-call surveys using eStara's survey tool to gauge customers satisfaction
- Conduct A/B tests to compare button images or click to call usage versus other contact methods (i.e., chat, email, 1-800 numbers, etc.)

Learn why hundreds of companies around the globe choose eStara to start the conversation with their customers.

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Start the conversation with eStara.