

Web Callback

For consumers, the Internet is increasingly important and most use it when contacting a customer service department. However, email is not always satisfactory because sometimes answers take a long time to reach the customer.

Today, technology allows customers to combine the telephone and email through Internet Callback. It is particularly ideal for sales and customer loyalty and can also be used for customer service.

Benefits

For your customers :

- No communication cost; the company bears all the expenses
Possibility of choosing the most convenient time for Callback
- Discussion with an operator who has tracked the customer's online activity and can provide suitable advice

For your company :

- Contacts with detected leads
- Increased conversion rate (minimum twofold*)
- An innovative image for the company
- Ideal for retaining website visitors

Studies show that 2/3 website visitors who begin purchasing online will not terminate the transaction**. For many, a last minute hesitation (especially when paying electronically) means they abandon the process. Furthermore, many Internet users do not want to bear the costs and delays of a phone call for basic information.

Internet Callback is the ideal solution to reassure your prospects at the most critical time: the purchase. Generally speaking, having free access to live assistance is a guarantee of the caliber of your business.

How the service works:

- An online button and form : the web user clicks and leaves his/her personal details and a contact telephone number.
- Everything can be customized; the information to be requested can be adapted to create a database of pre-qualified prospects and leads.
- At the set time, the Internet Callback platform phones the prospect, puts him/her in contact with a call center operator who receives the information the customer has entered.

* source Data Monitor

* source Forrester