

special advertising section



EXPERT INSIGHTS

Report on Customer Support



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New Economy Web and Voice Tools Improve Customer Experience, Sales

It's no secret that customer service is a key challenge for companies doing business online. Now, new tools that marry Web and voice technologies can improve how your business connects with customers and increase the sales effectiveness of your Web site. Until recently, these technologies came with large price tags and lengthy contract commitments. But that's changing – and your business is the beneficiary.

The Internet is where most customers first go for product and service information. These days it's all about making your Web site more customer-centric. Therefore, the ability to solve sales issues and provide customer support through a live sales agent is a mission-critical initiative, not just an added feature.

Web-initiated “click-and-connect” technology now makes it easy to install a Sales Agent or Customer Service button on Web pages so customers can do business with you by phone – easily and conveniently. When customers click the button, they are instantly connected - via their regular home, office or mobile phone - with the customer service or sales agent. This level of access increases sales conversion rates and reduces shopping-cart abandonment.

The benefits of Web-initiated calling also extend beyond Web sites. For marketing and sales executives, public relations practitioners, and other professionals, adding a click-and-connect button to outbound emails improves response rates. In addition to

live phone leads, Web-initiated calling delivers robust online marketing analytics that enable advertisers to track the effectiveness of campaigns in real-time.



Click-and-connect technology requires no upfront cost and it's easy to install: simply set up an account online and paste HTML code into a Web site or email signature. You pay pennies per minute for calls. And the return on investment is almost immediate.

The more you improve the customer experience, the more you'll improve sales. Now all businesses can take advantage of Web-initiated phone technology and reap the rewards. Just click...and connect.

To read the full report, go to www.expert-insights.com/jaduka.asp



Jaduka provides tools and technology that empower businesses to acquire and retain customers. The company's Web-integrated telecommunications services enable customers and online community members to simply click a button to conveniently talk on the phone or privately exchange information. Dallas, Texas • Tel: 800.880.5910 • www.Jaduka.com.