



e-Commerce Optimization Services



- **Increase online sales** by as much as 45 percent (according to analysts) with a seamless handoff from the Web to the contact center.
- **Reduce Web site abandonment** by more than 25 percent, by connecting customers to agents at key decision points in their online session.
- **Enhance customer satisfaction.** Ninety two percent of Click to Call users state the service “greatly” or “significantly” enhances their online experience.
- **Implement quickly and easily** with no disruption of existing processes and procedures. Only one line of code gets you started – and it works on any platform.
- **Scale to meet business demand** with a VoIP network designed to handle growing call volume and a self-service customer portal to instantly provision, manage, and analyze any Click to Call implementation.



eStara Click to Call

Capture more high-value sales – engage online customers with a live call when it matters most

The world’s most recognized brands trust Click to Call to increase sales by bridging the gap between the Web site and contact center. As with all e-commerce optimization services from ATG, 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 move from the Web to the phone. By leveraging real-time online session data, Click to Call allows companies to intelligently engage consumers at strategic points throughout the sales process.

Not just a phone call

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

Click to Call lets you:

- Use business rules to selectively offer customers a phone interaction
- View customer data in real-time to minimize call handling times
- Deliver cross-sell and up-sell information
- Route calls dynamically based on the customer’s need or location

With Click to Call, you can help your customers avoid the usual frustration of dealing with an automated voice system when they move 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. The agent has immediate insight into the issue that prompted the call, thus eliminating the need for customers to explain their situation from the start.

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.

Maximizing ROI and customer engagement

Using real-time metrics to drive more productive customer communications and increased revenue is a proven way to enhance e-commerce initiatives. With the eStara services customer portal, you can provision Click to Call buttons in a matter of minutes and begin tracking activity online. Click to Call reporting and multivariate testing capabilities can help you track and understand call volumes, costs, and patterns. As a Click to Call user, you can:

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

Add Value and Context to Online Conversations

The screenshot shows a web page for Jenny Craig with a prominent 'Instant Call Back' button. Below the button is a form titled 'Speak to a Consultant FREE Right Now!'. The form asks for personal information to schedule a free phone consultation. A woman in a blue dress is shown on the right side of the form, and there is a testimonial quote from her.

Click to Call allows companies to target online prospects proactively from any online medium, including Web sites, e-mails, directory listings, and banner ads.

Click to Call features include:

Data Pass: Ensure a positive customer experience with patent-pending cross-channel data passing technology that transfers information about the customer and the context of their online session directly to the agent at the time of call initiation. Information may be displayed directly on the agent's desktop screen, or it can use the incoming data values to trigger lookups into the company's own databases to retrieve related details (customer records, purchase history, billing information, etc.). Integration with your CRM or Web analytics provides a consolidated view of the customer, actions, and historical data.

Rules-Based/Dynamic Engagement: Control precisely when and where Click to Call buttons appear, based on context such as time spent on a specific Web page, products viewed, shopping cart value, customer status, or hours of operation.

Co-Browse: Increase efficiency and service. With one click, your agents can help customers navigate sites, highlight error fields, and complete applications or forms without compromising the security of customer data.

Page Push: Push relevant pages or documents (including product promotions, cross-sell or up-sell suggestions, or invoices) to customers using a Web browser or touchtone dial pad. Page push is extremely flexible and easy to use, allowing for promotion of content based on customer interests and needs.

Dynamic Call Routing: Route Click to Call callers to a specific call center or sales/service agent based on a wide variety of parameters such as the caller's geographic location or time of day. The Click to Call find me/follow me capabilities allow companies to route calls to multiple locations to guarantee no call goes unanswered.

Automatic IVR Routing: Improve customer satisfaction by letting the user skip through complex voice-response menus and speak directly with the agent.

False Call Prevention: Identify received but unwanted calls, and prevent the connection of certain calls based on the monitoring of complex usage patterns.

Customized Audio Messages: Deliver a custom audio message to the caller at the beginning of a Click to Call exchange.

eStara Click to Call is part of the ATG e-Commerce Optimization Services product line, which quickly and dramatically lifts conversion rates and order sizes for any e-commerce site. These on demand (SaaS) services, including automated recommendations and services that connect online shoppers to a live agent interaction, deliver the capabilities that quickly lift Web revenue, and can be deployed easily and rapidly to any Web site, even those not running on the ATG platform.

about ATG

A trusted, global specialist in e-commerce, ATG has spent the last decade focused on helping the world's premier brands maximize the success of their online businesses. The ATG Commerce application suite is the top-rated platform by industry analysts for powering highly personalized, efficient and effective e-commerce sites. The company's e-commerce optimization services can be easily added to any Web site to increase conversions and reduce abandonment. These services include ATG Recommendations and the eStara Services.