

CORPORATE OVERVIEW

## Online Engagement That's A Touch More Intelligent

TouchCommerce delivers exceptional omni-channel customer experiences and optimizes results - increasing revenue and reducing support costs.

Driven to transcend the in-store customer service experience in an omni-channel world, TouchCommerce has perfected a proven approach fusing sophisticated technology with deep human expertise in an innovative, results-focused business model, accelerating incremental revenue for some of the largest multi-national companies.

TouchCommerce provides software and analytics that yield real-time customer results, enabling clients to refine the individual visitor paths that lead to greater conversion and less abandonment—without adding extra traffic.

For us, optimizing results means optimizing resources: applying the most advanced capabilities and deploying the best people to advise and execute. That's why we partner with like-minded businesses who know that, like every customer, every enterprise challenge is different.

It's a mindset that empowers our clients to achieve more: better outcomes, increased average order value, higher customer satisfaction and currently, a total of over \$3 billion in incremental revenue.

### Our Solutions:



**TouchSocial**  
Social engagements that matter



**TouchMedia**  
Accelerated ROI on media campaigns



**TouchStore**  
In-store omni-channel engagement



**TouchConnect**  
Faster transition to self-service



**TouchSell**  
Customer acquisition and conversion



**TouchCare**  
Personalised customer support

### HIGHLIGHTS



- Trusted leader in omni-channel customer engagement solutions
- Serving 8 of the top 10 telecom companies worldwide
- 25% average sales conversion uplift
- 25% reduction in online support costs
- 10% increase in Average Order Value



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## Why we're a touch more effective

### Actionable Big Data Analytics, Always

By making data instantly actionable and applicable, and working closely with each client, our professional business analytics team is able to ensure continual optimization and constant, custom improvement.

### Beyond Software: Solutions

There are no out-of-the-box answers to individual business challenges. That's why we've developed solutions to meet your conversion and care goals in the most effective and efficient ways.

### The People Perspective

Site optimization is more than just technology and transactions. You need the best people armed with the best practices and a peerless knowledge of how to leverage and apply real-time behavioral data, turning automation to your unique advantage.

### Risk-free Upfront Investment

Before any engagement, we invest our time and resources to identify existing gaps and opportunities, showing how we can align our expertise with your operations to deliver optimum value.

## Conversation Platform



TouchCommerce Conversation Platform enables brands to engage with their customers on any channel by integrating easily between existing systems. This open and flexible technology platform is driven by evolving customer and client needs. The Platform is continually refined to help brands understand, serve and convert their customers.

Because the Platform delivers optimal consumer engagement and flexible integration into enterprise infrastructure, brands experience dramatic reduction in interaction costs and ease of conversation and conversion.

For more information, or to arrange a consultation or a demo, contact the people who are a touch more experienced at optimizing the online experience.

Call us or email us for a demo or go to: [www.touchcommerce.com/demo](http://www.touchcommerce.com/demo)

## RightTouch<sup>®</sup> enabled products:



### TouchChat

Innovative proactive and reactive chat



### TouchSMS

Native text messaging on mobile devices



### TouchGuides

Automated self-service guides



### TouchContent

Rich content delivery technology



### TouchSurvey

Instant customer feedback tool



### TouchBrowse

Co-browse for faster issue resolution



### TouchVoice

Seamless click-to-call tool



at&t

"It's important to find a strategic teammate who shares your passion and capabilities. For AT&T, TouchCommerce became an extension of our team, with equal investment in the project's success."

-Kim Keating, AT&T