

TOUCHVOICE

Offer Multi-Channel Support

When visitors move from the web to the phone, the TouchVoice™ click-to-call offering supports cross-channel conversions without losing the context of the conversation.

Cross-channel consumers who use the web and phone independently drive up service costs (compared to pure online transactions), are harder to satisfy and are difficult to track across channels. Click-to-call bridges the channels by allowing consumers to click a button online, specify a phone number where they can be reached and receive a call from an agent who can see customer navigational details before, during, and after the phone conversation. In addition, invite-to-call and chat transfer-to-call with full transcript hand-off capabilities ensures a smooth transition from one interaction channel to another.

Key TouchVoice Features

Automatic Web-to-Call Transfer. Allow consumers to provide their phone number online to receive a call back immediately. During an already started chat conversation the chat agent is able to transfer consumers to the call center at any time and without losing the context.

Tie in the Call Center with Your Chat Agents. RightTouch enables a contextual transfer when moving consumers across channels. Call center agents are now able to see where the consumer is coming from, what a chat agent might have already discussed with them, and what they were looking at on the website.

Cross-Channel Analytics. RightTouch tracks consumers, for example on which landing page the consumer initiated the click-to-call. This helps consumer experience teams to identify changes that might have enabled the transaction to be completed online.



Why TouchVoice?

Boost Cross-Channel Conversion. Consumers who begin transactions online can pick up the phone if conversions seem complex.

Improve Cross-Channel Satisfaction. Click-to-call contains the context of the page and progress of the online transaction when forwarding to the agent. So conversations with consumers can continue where they stopped before, instead of starting all over again.

Leverage Existing Infrastructure. Consumers only need a computer and a phone. Your company can queue call requests and use existing call-center infrastructure to place outbound calls with customers over the phone.

HIGHLIGHTS

Provide a seamless transition from chat to call when needed.

Click to call to connect with an agent immediately when agents are available.

Layer can be customized for any design or user experience.

Multi-pane windows can be utilized for chat, offer and video at the same time.

Flexible and stable in all browsers.

