

MANAGED SERVICES

Let Our Experts Help Your Business

Best practices for site conversion require planning and executing a complex set of programs including analytics, usability, business rule design, agent operations, solution deployment, and quality assurance. TouchCommerce™ does it all.

Key Platform/Technology Features or Benefits

Agent Operations. Well-trained live agents guide consumers to convert. Managing an online conversion program requires the hiring and training of skilled agents with a quality assurance process that maintains peak performance. We train agents using our best practices to ensure clients achieve all the benefits of live online engagement.

Voice of the Customer (VOC). TouchCommerce provides critical feedback about client products, services and online experiences. VOC programs provide direct access to visitor data to improve customer experience and align client programs with shifts in customer demand.

Lead Collection. Acquire leads with historical behavioral data for retargeting and segmentation. TouchCommerce qualifies, captures, and delivers high-value leads for use in ongoing marketing campaigns. Behavioral targeting clearly identifies high-value consumers through their online activity. Meanwhile, tools such as forms, surveys, and chat provide multiple methods for engaging consumers to learn about their opinions.



Why Managed Services?

Product Knowledge.

Finding the right mix of solutions to boost conversions.

Program Design.

Proper planning and design based on client goals.

Program Analytics.

Discovering customer behavior and actionable analysis.

Site Optimization.

Engage and convert more visitors through thoughtful design.

Account Management.

Clients stay informed of program performance through detailed briefings.

HIGHLIGHTS

Allow us to focus on expertly managed conversion programs for your business.

You can focus on your core business by having us handle the agents.

Fully customized chat skins.

Chat offered only to right customers at right time.

Completely secure and private data collection.

Chat supports smooth transfers to the appropriate agent pool when escalations are necessary.

