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cosurfer800™



In order to turn browsers into buyers, you've got to capture the excitement generated by your website. Every day your business is missing opportunities. Potential customers move on because there is no personal interaction. Questions go unanswered and product benefits go unexplained. The impulse to buy is forgotten and your customer is lost to a competitor's website.

cosurfer800 equips your website with the most important e-commerce tool - human interaction. Using best-of-breed Voice over IP technology, cosurfer gives visitors to your website the option to request live interaction with your customer contact representatives (CCR) by simply clicking on a button. With your CCR on the line customers can have all their questions answered and the likelihood of a transaction increases greatly.

Click-to-Talk

Customers place calls from their PC to your contact center by simply clicking on a button located on your website. With cosurfer800 the surfer and the call center representative can talk live while viewing the website at the same time. You can answer questions or make suggestions to assist your customer in making an educated decision.

Global Presence

cosurfer800 calls can be initiated from anywhere in the world without the exorbitant cost of traditional international 800 services.

Convenient and Cost Effective

No hardware or software capital expenditures are needed to implement cosurfer800. Since cosurfer800 is offered as a service, no technology investment is ever required. Like other phone services, cosurfer800 is billed on a per minute basis. Your company pays only for the cost of the call. No additional infrastructure is needed to implement cosurfer800 at your website; Most importantly, there are no long implementation lead-times. Since the service is hosted by cosurfer only a few simple lines of code are required on your web page. Integration and service activation are simple and can be completed within 24 hours.

How Does it Work?

- Customers do not need special equipment to use cosurfer800; most new PC's are already equipped with multimedia capabilities, ie. full duplex soundcard, microphone and speakers.
- Your customer clicks on the cosurfer800 button on your website.
- The request is initiated with the cosurfer internet telephony software and the customer's existing internet connection. For those customers who have not used the service before, a quick, easy, and free download is available.
- While the customer is waiting for the connection to your call center, he or she can continue to browse the site, uninterrupted by the wait.
- Once your call is made, it is answered by your representative just like any other incoming call.
- Your representatives can now answer questions, resolve problems, and upsell/ cross-sell while the customer is at your website.

The Benefits of cosurfer800

- Personalize customer contact by bridging e-commerce and customer support in a real-time interactive environment
- Increase sales through greater upsell and cross-sell capabilities.
- Generate greater customer satisfaction, loyalty and repeat business.
- cosurfer800 can be used alone, or in conjunction with our other services: cosurferElite and cosurferEnhanced.
- No hardware or software costs.
- Implementation within 24 hours. It's quick and simple for any website.
- There is no additional equipment, no down time, and no specialized training.
- Pay by the minute. Competitive cost to standard 800 services: modeled after the classic 800 service where the called party pays.
- Website owners can specify an unlimited amount of phone numbers to be dialed from an originating webpage.
- Operational vs. a capital expense