

Why use inTouch800?

The inTouch800 web call-back solution will improve your sales, marketing and customer service. This datasheet describes how it achieves these tasks.

Sales Benefits

increase client acquisition and improve profit

- Encourage visitors to speak to you rather than send you email. Sales calls result in a higher conversion rate and a shorter sales cycle than when communicating by email.

“Now a third of all online enquiries come directly into our call centre, giving us greater control over sales and improving conversion rates and customer service.”

Rob Harrison, New Media Manager, Virgin Cars



- Monitor and reduce e-commerce transactions lost when customers drop out of the sales process before completing. Capturing these customers, and discovering where to improve your ordering process, will substantially increase your sales revenue.
- Increase sales enquiries by providing a compelling “call to action” on all your website pages, emails and banner advertising.

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the interactive voice experts

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Marketing Benefits

monitor and improve the effectiveness of your online marketing

- Monitor and improve the effectiveness of different marketing campaigns to discover which are driving the greatest number of hot leads to your call centre

Keep track of:

- Google adwords and adsense campaigns
- Yahoo Search and other Search Engine Marketing (SEM) campaigns
- Banners and link exchanges
- Email marketing
- Referrals
- Affiliates and affiliate networks
- Direct marketing



The ability to track calls into your call centre is arguably more important than simply tracking hits to your website, because you can instantly see which campaigns are generating the most sales interest.

- Discover which web pages are most successful at driving calls to your call centre, and which products are generating the most customer interest. You can then find ways to make every page successful, and you can focus your online marketing on those key products highlighted.

"inTouch800 is the perfect companion to our online catalogue; the 'spot' feature tells our salesperson which product the caller is interested in, which lets them get their sales material prepared before they even take the call! This saves time and makes us appear more professional."

Peter Cole, Aquascutum Corporate Gifts

- Retain caller information for future marketing campaigns and demographic analysis.

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Customer Service Benefits

improve client retention by showing that you care

- Give your clients a free and convenient way of contacting you, using inTouch800's call distribution features to ensure that they are able to contact the correct department and not have to traverse endless menus and dead-ends.
- Allow your customers to bypass call queues and be called at a time that is convenient for them. If your operators cannot take the call at the requested time, your customer is sent a customised email confirming that you received their request and will call them as soon as possible.

"Potential clients can speak to our team at a time that suits them and that is, I believe, crucial to our business.."

Chris Munro, Kendlebell



- Build credibility by showing you are a solid, well-established organisation and not just hiding behind a faceless website.

What Next?

Visit our website at www.intouch800.com for further information.

Call us on **0845 120 9790** or email info@intouch800.com to discuss how inTouch800 can improve your sales, marketing and customer service.

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