



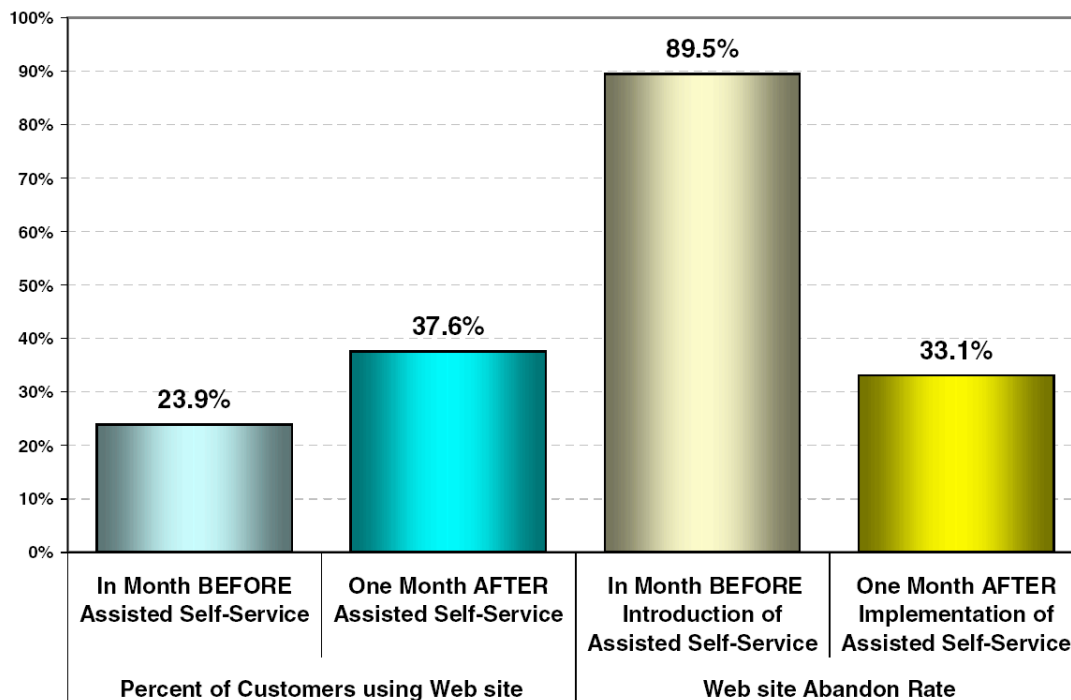
## Increasing internet sales and reducing abandonment

The value proposition for any new technology must include as many of the following scenarios as possible

- increase revenue** (company growth)
- increase wallet-share** (customer loyalty)
- increase market-share** (customer knowledge)
- increase customer satisfaction** (retention)
- reduce costs** (company profit)
- increase scalability** (market dominance)

## Impact of Assisted Self-Service on Web site Customer Usage

Source: BenchmarkPortal



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• **Increase revenue:** By offering customers immediate Internet-based voice assistance while they are still on the Web site, companies can actually walk their Web site visitors through the ordering process and add non-obtrusive “suggestive selling” as desired. The results in terms of improved conversion rates have been as much as 25% in many cases studied.

To illustrate, across a wide range of industries, online conversion rates are in the 1.5 to 4% range. Comparatively, agent-assisted conversion rates in the same companies average 30%. Using these broad industry averages, if you could seamlessly bridge the Web site visitor, who doesn't buy via the self-service channel, with the call center agent via Click-to-Talk, then, with only a 5% call through, a business could double the revenue generated on its Web site.

Based on the combination of our research, we would expect that Web site utilization would increase while the corollary, Web site abandonment, would decrease as a result of this technology. Below is an illustration to demonstrate the potential impact of assisted self-service.

• **Increase wallet-share:** Once a customer is actually on a company's Web site, it is possible to add high levels of up-selling and cross-selling. Trained agents engaged in dialogue with a customer can effectively deliver compelling offers to customers resulting in increased order size, as well as the number of orders per customer.

• **Increase market share:** A company's Web site lends itself perfectly to information gathering, product research, and simple transactions. However, high-value and complex transactions, such as mortgage applications, luxury item purchases, and premium consumer electronics generally are best sold in a personal, consultative interaction. Click-to-Talk allows companies to bridge the Web site to the call center for the highest quality sales experience resulting in the highest conversion rates possible.

• **Increase customer satisfaction:** Study after study has proven that customers appreciate the option to “help themselves,” wherever and whenever possible. However, studies have also shown that when self-service is not working (for whatever reason), customers prefer speaking with a customer service agent for support to other forms of communication. Click-to-Talk gives visiting Web site customers the security to try Web self-service without the fear of failure. This security blanket” alone has resulted in increases of nearly 50% in the adoption of Web self-service. In the Click-to-Talk case, a voice solution delivering the customer's most preferred interaction channel has proven to maximize satisfaction levels.