

WeTalk2U

THE "CLICK TO TALK" SOLUTION.



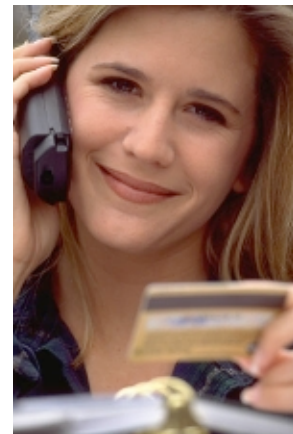
Increase your web site conversion rates from 6% to 66%, in shopping carts and booking engines. Find out how this can happen on your web sites in this research documented white paper.

The research is in. Your solution to shopping cart abandonment and lack of completed travel bookings is a simple phone call. Not a 1-800 number, but phone calls that are initiated from you to your website visitors. This is "click to call" technology, and it is NOT voice over IP (VoIP). There is no need for speakers and microphones.

This technology utilises your existing telephone landline system or even the mobile network. See how "click to call" will work for you at <http://www.wetalk2u.com>

Why do so many Internet visitors fail to complete the buying process? It's simple. They don't have all the answers they need to feel comfortable in completing the purchase. It may be just that one last little question. They have done their "self service" and they know what they want to purchase, but they just can't do the final click until a question is answered. They want "assisted self service", and you can provide this with your own "click to talk" button or banner.

It's just like shopping in the real world. We do not want to be chased and hounded by "customer service" trainees. We just want to browse and look around. See what is available. Maybe try something on. Once we are happy with our self-service, we may then want a bit of reassurance by having a question or two answered interact with the sales experts. This is when we want the assistance. Not as we just walked in, and not if we have to wait for it.



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Well it is the same for your website visitors. They have found the right hotel room. They know it is available on the required days. They are satisfied with the price, but what about late check in? Or wheelchair access? Or a cot for a baby? Or a request for a non-smoking room on a high floor? Or a dinner reservation on the

first night? If these questions could be answered satisfactorily then a purchase would be more likely to occur.

You can have this technology on your own website right now.

Here is the research. Just follow:

<http://www.wetalk2u.com/downloads/Benchmarkportal.pdf> and see what Benchmark Portal had to say. The graphs in this independent research report show closure rates of less than 11 percent skyrocketing to 66% when "click to call" technology is installed.

Or how about the experience of Dell Financial Services? Yes, the financial arm of Dell Computers. In a Forrester Research report they experienced going from a failure rate of 90% to a closure rate of 55% with "click to call". What would a change like this do to your web site orders, sales and bookings?

Check out the Forrester report at:

<http://www.wetalk2u.com/downloads/forresterreport.pdf> The question is no longer if this technology works. The question is why haven't you added it to your website before? There's no reason not to prove it to yourself today. It's global. It's inexpensive (from only USD\$4.95 per month plus calls from USD\$0.12 per minute). There's no hardware to buy. No extra phone lines to install. And no contracts to sign.

Interested?

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Did I mention that you could operate a system like this worldwide? There is currently no option on global 1-800 numbers - but like the web itself, "click to call" is global - and you can specify the countries you will accept calls from, the days of the week, and even the specific hours of the day - in most cases at rates of under USD 13c per minute!

Now that is less than having a 1800 number domestically!

Forget the myth of the completely automated sales process. A website shopping cart or booking engine is NOT a bank ATM that spits out money. People need - and want - assistance. Not right away, but when they have completed their self service.

"Assisted self-service" therefore closes sales and makes money. Get your phone ringing with "click to call" technology and watch as your website conversion rates climb, and your bank balance grows.

You can test the system and sign up now at <http://www.wetalk2u.com> and watch your online sales conversions go through the roof!

A handwritten signature in blue ink, appearing to read 'Matt Halloran'.

Matt Halloran – Managing Director

"WeTalk2U"

WeTalk2U is a division of The Travel Around Company. The company runs a number of their own travel and tourism related websites, as well as the Travel and Tourism industry directory site, Travel Around. The principal is Matt Halloran, who has over 18 years travel and hospitality industry experience and has been involved in web site design since 1994.