New Economy Web and Voice Tools Improve Customer Experience, Sales

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“My Web site connects me with more customers…but I need a value-added intermediary to close more sales.”

This conundrum is not uncommon in business. Along with delivering near-limitless opportunity, the new economy also presents new challenges. While Web technologies and tools have vastly increased reach, when it comes to lead-generation and lead-conversion, Web sites have shortcomings intrinsic to their very technology—namely, their one-way nature.

We know the Internet is now where most customers first go for product and service information. Yet, over half of qualified, ready-to-buy customers click away from the sale. The statistics are sobering: Shopping cart abandonment remains over 50% with 88% of Web buyers admitting they have left items in a shopping cart without completing the online purchase. (Forrester, 2005). So while you might be winning visitors to your Web site, you might be losing actual sales to the very technology that enabled you in the first place.

While the do-it-yourself era has given rise to industries ranging from home decorating to home-based auctions, what is clear is that for online purchases to be successful, ecommerce merchants must improve the customer experience. The opportunity for live interaction with a customer service representative is not only desired by users, it’s needed for businesses to close the sale. New world or old, it’s all about improving service and providing a value-added intermediary between your Web site and your customer.

Research has found that when it comes to questions about billing, delivery, product support, service and general order inquiries, the majority of consumers prefer phone contact over any other alternative, including email, self-service and text chat. Since customers prefer the convenience of the Web but need the phone, the answer to more sales is clearly combining the two.

Web-initiated “click-and-connect” technology now makes it easy to install a “Sales Agent” or customer service button on Web pages so customers can do business with you by phone, easily and conveniently. When customers click the button, they are instantly connected—via their regular home, office or mobile phone—with the company’s representative. This level of access increases sales conversion rates and reduces shopping cart abandonment.
Jaduka™, a leading provider of Web-to-voice technology, markets Click-and-Connect®, a service that let users trigger a regular telephone call from virtually any Internet application, be it a Web page, e-newsletter, e-greeting card or other HTML document. Once a customer clicks on the Click-and-Connect button, Jaduka places calls to each person and connects the phone call—which personalizes the interaction and, as research supports, dramatically increases the potential of closing the sale.

"It's all about helping businesses stimulate a greater response from their e-mails, advertisements and Web sites," explains Jack Rynes, president of Jaduka, “because customers can dial an e-retailer at the point of impulse with one mouse click.”

The benefits of Web-initiated calling extend beyond Web sites, too. Click-and-Connect delivers robust online marketing analytics that enable advertisers to track the effectiveness of campaigns in real-time. The instant feedback informs businesses how best to spend their budget—both increasing their sales and saving them from costly assumptions.

Until recently these technologies came with ease-of-use barriers, high price tags and lengthy contract commitments. But no longer. In this new economy innovations are now available and affordable to all businesses, regardless of size or budget. That’s welcome news for small and medium-sized businesses that have never lacked the skills, only the fiscal ability to implement voice-enabled Web technologies.
Goldbar’s “Talk Live”: Transparency + Voice-enabled feature = increased sales.

“One of the most critical things missing is human interaction, once the Web gets mature…and we’re still in its infancy…just being able to connect with a voice takes tear out of the selling equation. The early adopters are going to thrive.” – Marc Goldman, President/Goldbar, LLC

In partnering with Jaduka, E-Commerce Solutions Provider Goldbar Enterprises, LLC (Goldbar), incorporated Click-and-Connect technology on its customers’ Web sites. Marketed as “TalkOne Live,” GoldBar enables visitors to click and connect instantly with a customer service representative via telephone to ask questions or complete purchases.

Goldbar customers took advantage of the new feature within mere days, with some citing two-fold and three-fold increases in sales and traffic. “Through Jaduka’s Click-and-Connect technology we are further delivering on our own promise to our customers by taking the hassle and expense out of Web development,” explains Goldman. “Since day one we’ve been completely transparent to our customers in letting them know how many prospects have visited their sites and how many have abandoned their shopping carts. Our partnership with Jaduka provides a valuable and affordable CRM tool that reduces shopping cart abandonment and improves sales.”

The software lets Goldbar’s small and medium-sized business clientele direct calls to any number of their choice. Further, the service also delivers business analytics that enable ecommerce sites to better target local advertising and improve the online sales experience.

Standing apart from other e-commerce providers, Goldman continues, “We’ve focused on shopping cart abandonment for years and have dedicated our development time on providing features to increase sales—specifically on features that make it simple and easy to complete the sale. Otherwise, if a customer has the slightest bit of confusion or a question goes unanswered, they’ll leave the cart.”

Goldbar’s other features include automating an attempted-order capture which alerts businesses—through a pending order-auto responder—if a shopping cart has been abandoned and thusly allows the business to follow-up with the prospect after a specified amount of time.
to see if questions have been unanswered, even providing them an incentive to close the sale through a coupon. Engaging their customers to identify solutions, as Goldman aptly puts it, “It’s all about getting traffic to the site, then turning those leads into customers…and eventually, into brand evangelists.”

**Customer Experience: Immediacy & Ease**

“Be easy to do business with. That’s a mantra every small business marketer should adopt.”

John Jantsch/Duct Tape Marketing

For such a common sense maxim it’s surprising how many businesses fail to embrace simple, customer friendly solutions. Consider the labyrinth of IVR (Interactive Voice Response) systems you’ve negotiated in the last three years – or even the last three months. With ten-minute hold times considered as “short,” there’s no denying that customer service is often the antithesis of customer-friendly.

It’s small wonder that online polling reveals 46% of respondents admitting poor service had turned them off of at least one business this year, with 54% saying bad customer service prompted them to switch companies in the past year. (Accenture, May 2006). In this new economy where innovations are available and affordable to all players—regardless of size or stature—**high levels of customer satisfaction and ease-of-use are the success barometers**, the difference between a sale made and a shopping cart abandoned.

While decent levels of customer service shouldn’t be a differentiator, they clearly are—and present a significant opportunity for businesses to differentiate and market their products and services. According to small business marketing expert Jantsch, “One of the ways you accomplish this [good service] is to provide your prospects with many different ways to contact you and buy. **Some people are more comfortable with the phone, others with email. Make sure and offer all.**” Through Jaduka’s Click-and-Connect, now businesses can provide all—immediately, conveniently and easily.
Ensure Immediacy

*Internet Retailer*, in labeling Jaduka as “customer service with a twist,” noted: “E-commerce technology vendor Jaduka has launched a service that enables shoppers and retailers to **immediately** connect via telephone. The service, Click-and-Connect, enables retailers and other Web site operators to place small icons on Web pages, advertisements, e-mails, blog pages and other Internet-based content. After clicking on the icon, shoppers enter their phone number into a window launched by the icon. The technology then places simultaneous calls to the retailer and the shopper, **immediately** connecting the two to discuss the shopper’s questions or concerns. The telephone call is free of charge to shoppers.”

While the medium of preference is the telephone, the selling point is **immediacy**. In this light, voice-enabled Web tools act as “sales agents” that satisfy the need for support by immediately fulfilling the prospect’s inquiry. Since customers are calling at the point-of-purchase, the return on investment for the business is nearly **immediate** given many times the first response is the response that gets the business.

**Now make it Easy**

“We know that no technology—now matter how spectacular—will succeed if it is poorly implemented, or worse…never gets used due to barriers we haven’t removed from the process. We know we’ve done our job as vendor when our customers focus on benefits not installations.” — Jack Rynes/President, Jaduka

If the mantra for businesses is to be easy to do business with, then the directive for vendors servicing these companies is to be even easier. **The litmus test should be learning curves: that is, there should never be a learning curve.** Small businesses need more sales; not more headaches, hassles and downloads.

According to Jantsch, “[Jaduka] allows small business owners to easily set up and implement a click to call function.” With Click-and-Connect technology, users simply set up an account online and paste HTML code into a Web site or email signature. Indeed, the new era of technology isn’t bells and whistles; it’s easy and barrier-free.
PCG’s “ISAT Call Now”: Web-initiated calling improves customer experience, boosts results.

“Current online advertising models are deficient: the technology is limited and the customer experience needs improvement. By integrating Click-and-Connect technology along with our multimedia and security features, we enhance the experience—and remove purchase barriers.” - Scott Madlener/EVP of Interactive Strategy, Performance Communications Group, Inc.

Delivered under the “ISAT Call Now” brand, Performance Communications Group (PCG), a full-service marketing and communications firm, has added Jaduka’s Click-and-Connect technology to their online advertising vehicles, such as banner ads, to help clients improve online revenues. By integrating Click-and-Connect technology within the banner itself, customer attrition decreases. According to Madlener, “Online buyers want information instantly. By using ISAT Call Now, we’re able to help accelerate our clients’ connection with buyers and increase their probability of closing the sale.”

40% of PCG-powered banners leverage the Click-and-Connect technology and enable prospects to ask questions and overcome objections that would otherwise result in postponing or abandoning the sale. **Because the banners act as fully functional micro-sites, PCG has developed a “click-in” environment whereby all the actions for browsing and buying are brought into the banner, rather than forcing prospects to click outside of the banner to get information from the Web site.**

“Our mission is to help companies communicate in ways they haven’t before,” explains Madlener. “Our advertising sales solutions allow organizations to improve their results, maintain control and improve ROI. By leveraging Jaduka’s voice-enabled application we can literally say to our clients, ‘We make your phone ring!’”

PCG’s added security features allow customers to incorporate a secured lead-generation form that can be expanded to include registration and e-commerce—all within the advertising banner. Another innovative feature is a live conferencing facility. This can be used to produce recorded or live audio, as well as video within advertisements. These robust features substantially enhance control and flexibility while improving the customer experience.

By bringing together voice and online communications, PCG’s solutions are transforming e-commerce, improving the Web experience for online buyers and increasing the effectiveness of banner advertisements.
Technology: From BIG fees to nearly Free

"With no equipment, software or long-term contracts to purchase, we are removing risk for businesses. Of all the benefits, our primary value is in enabling small and mid-size businesses to focus on their revenue goals." -- Bill Binnig/VP of Marketing, Jaduka

Voice-enabled systems have been available to large enterprises for years, but at exorbitant fees. **Today, what once cost in the tens of thousands of dollars—just to implement—is now just dollars to maintain…with zero upfront investment.** Jaduka has led the charge in driving down costs across the three areas of setup, maintenance and call charges.

More examples of high-benefit, low-cost product models include Jaduka’s “Pay-Per-Call” advertising, a service that drives phone leads directly from the Internet, whether or not the small company has a Web site. Unlike competitive offerings that charge businesses whether or not leads are generated, Pay-Per-Call is **performance based**—and therefore tenable to smaller budgets.

Further, through a unique reporting capability, the company’s call-tracking technology offers a means for businesses to identify online advertising effectiveness of a particular advertisement’s creative, message or media outlet in near real-time. It also enables companies to track customer service calls. This level of sophistication, at low levels of cash outlay, further underscores how tech innovations **plus** low costs are affording small businesses big business savvy sans big company expense.

**Small and Medium-Sized Businesses: Getting closer to closing the sale.**

In this era of instantly publishing and broadcasting one’s services electronically, the question is no longer whether to launch a Web site, e-mail or viral campaign: it’s how to do so with the highest potential of increasing sales. A directive to all customer-centric applications is to leverage technology that brings us closer to our customers, not places more roadblocks in developing these relationships.

Since customers prefer the Web, but need the phone, we know the answer is deploying a hybrid-technology, multi-channel approach. But **these applications must drive down costs, be 100% hassle-free and provide an immediate response for customers seeking service and support.** It is only through these features that small and medium-sized businesses can compete as professionally, aggressively and efficiently as larger companies.
Simply put, while your Web site is bringing you more leads, voice-enabled technologies bring you closer to the sale.

**About Jaduka:**

Jaduka provides tools and technology that empower businesses to acquire and retain customers. The company’s Web-integrated telecommunications services enable customers and online community members to simply click a button to conveniently talk on the phone or privately exchange information. Jaduka’s versatile API empowers Internet developers to create new solutions utilizing the global public telephone network. Applications include: click-to-call sales conversion, call tracking, pay-per-call advertising, web-initiated customer service, and privacy-protected calling.

For more information, visit: [www.Jaduka.com](http://www.Jaduka.com).

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