

message pad

the contact centre specialists



Internet Enquiry Management System

As more companies view investment in their websites, on-line ordering facilities and internet advertising as a key sales strategy, the ability to react quickly to anyone new visiting your site is critical to maximising leads and sales. Many consumer orientated companies, in particular, have found that with the increased traffic to their websites they struggle to respond in the time it takes for a potential customer to show interest but then move on and look elsewhere.

Message Pad has developed its **Internet Enquiry Management System (IEMS)** to help those businesses contact new website visitors at just the right time – when they are thinking about buying!

How does it work? Using web services Message Pad receives an alert from your website when a new visitor has entered their contact details but left the site without initiating contact. The alert triggers an outbound call from a Message Pad agent who is presented with the caller's details on-screen allowing them to have an informed conversation with your prospective customer and further qualify their interest in your products or services. The speed at which the outbound call is made can be predefined but can, if required, be only seconds after they have left your site. Once contact has been made and the lead further qualified then, if appropriate, the customer can be put through to your expert staff so that their actual selling time is maximised.

The IEMS will:

- » **AUTOMATICALLY PRESENT VISITOR DETAILS TO THE AGENT TO AVOID REQUESTING THE SAME DETAILS TWICE**
- » **PROVIDE INTERACTIVE FAQs TO ANSWER OBJECTIONS OR PROVIDE FURTHER INFORMATION**
- » **INCORPORATE WORKFLOW & SCHEDULING TO MANAGE FURTHER ACTIONS E.G. CALL BACK, E-MAIL, APPOINTMENT BOOKING,**
- » **INTEGRATE WITH MESSAGE PAD'S REPORTING MODULE FOR AN HOLISTIC VIEW OF ALL ACTIVITY INCLUDING THE WEB SERVICES INTERCHANGE, DATA COLLECTED FROM THE CALLER, NUMBER OF ATTEMPTS TO CALL AND FINAL OUTCOME.**

- » **MAXIMISE SALES**
- » **BROADEN CUSTOMER CONTACT CHANNELS**
- » **IMPROVE CUSTOMER SERVICE**
- » **ENSURE STAFFING EFFICIENCIES**
- » **FLEXIBLE, COST EFFECTIVE DELIVERY**
- » **WEB SERVICES INTEGRATION**

Microsoft
CERTIFIED
Partner



INVESTOR IN PEOPLE

