

**SmartClick2Call - a website call-me button to maximise sales potential**

SmartClick2Call offers your website visitors an instant, easy way to request a callback from your business when it's most convenient for them.



To do this, you simply add a click-to-call button on your website. This could be in the sales, shopping cart or customer service section. Your website visitors click the icon and a simple form pops up which they complete to clarify their interest and callback preferences.

At the designated time, SmartClick2Call schedules the callback for your organisation and presents it to your call queues, whether for all agents, specific groups or individuals. The agent simply hits 'connect' on the online application to make the call.

The SmartDesk solution supports conditional call routing which means callbacks can be routed intelligently according to time of the day, areas of expertise, postcode areas, support volumes and other parameters.

**SmartClick2Call offers all the efficiency benefits of SmartCallback**

Unlike most click-to-call solutions, SmartClick2Call is integrated with callback technology, namely SmartCallback. This promotes real efficiency within a call centre, helping to maximise the effectiveness of your agents particularly where resource is stretched. It also delivers more helpful reporting than similar solutions, including:

- Number of customers requesting callbacks
- Areas of interest for the callbacks
- Post-callback outcomes
- Number of cancelled callbacks
- Reasons for cancelled callbacks



As SmartClick2Call is web-based, there are no integration issues. The pop-up form it generates is in fact a mini-website that enables us to trigger the right course action to your call environment.

For a simple, cost effective way to maximise the sales or support potential of your website at low cost, add a SmartClick2Call button.

**Who are we?**

Based in Wembley, SmartDesk Systems work with the Post Office, Argos, Eurostar, NTL / Virgin Media, 3663 and Echo Managed Services amongst others to make a difference through intelligent communication solutions. Please contact us at:

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