

talk!

More than
a regular
phone call



Don't you hate it when you lose sight of online visitors as soon as they pick up the phone to call customer service? This makes tracking your users and conversion a lot harder.

Talk revolutionizes voice channel interactions in the online journey. Customer service voice calls are seamlessly integrated in the online customer journey.

Your online visitors no longer need to dial a phone number. They can call customer service directly from the browser with the click of a button. Afterwards you can redirect them to a special landing page to boost conversion and engagement.



How it works

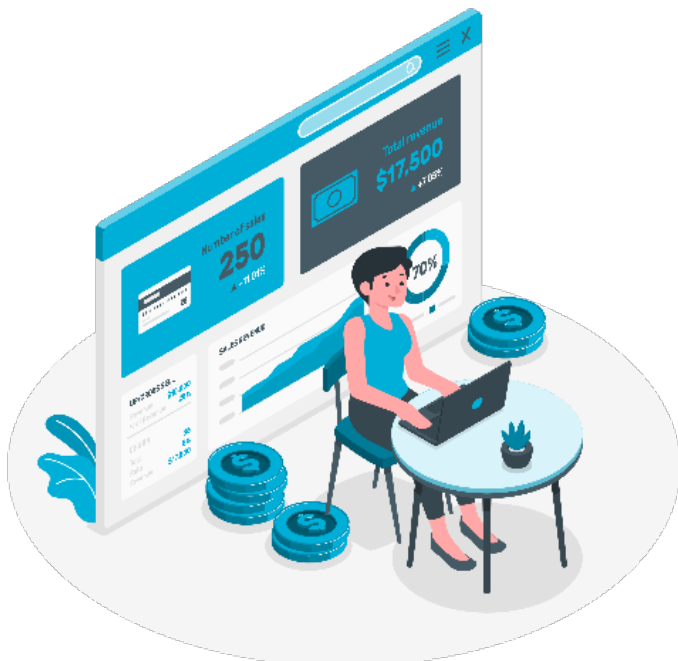
Talk is based on the WebRTC-protocol. All it needs is a device with a microphone, internet and a modern browser. No software or applications necessary. Via a click-to-call button on your website, a VoIP call is set up which uses the regular routing to your customer service agents.

Talk can be initiated by any form of online or offline media, such as:

- website
- mobile app
- email newsletter
- QR-code
- push notification



Did you know that 88% of visitors are more likely to contact your company if you provide a “click-to-call” button on your website?



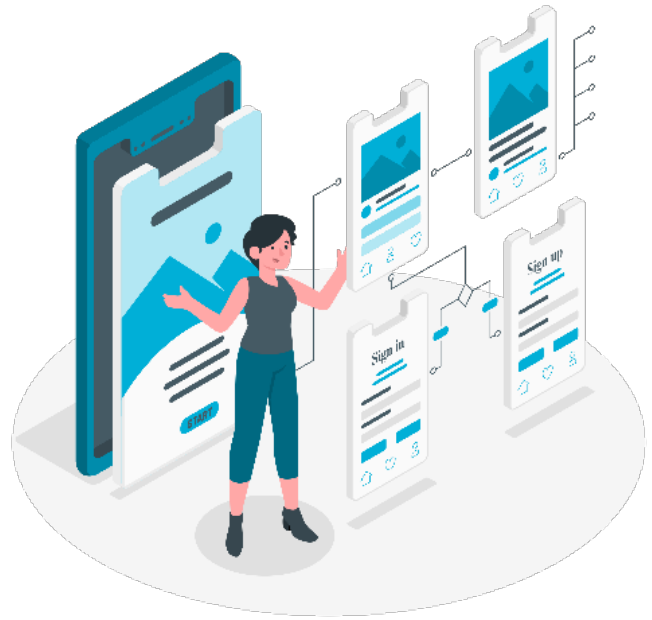
Reduce costs

Talk can help you save costs on inbound voice bills. It reduces service number routing costs, because the calls are routed over the internet. And if you currently use toll free numbers in countries where a mobile surplus is charged, these costs will go down when callers use Talk instead of the toll free number.



Boost conversion

You can create beautiful online journeys, but as soon as website visitors reach for the telephone, they are out of sight. Talk makes voice calls part of the online customer journey. During wait time you can easily display special offers, a video, or a discount. And when the call ends, ask for feedback or redirect the caller to a personalized thank-you page, or special offer. This significantly increases conversion.



25% of connected users leave an evaluation in the Talk application. That is far higher than the average 3 – 15% of survey response rate following a regular call.



Integrated feedback

25% of connected users leave an evaluation in the Talk application. That is far higher than the average 3 – 15% of survey response rate via IVR, text message or email following a regular call. That's because the survey becomes part of the online journey and is connected to the call. You simply ask the caller to fill out your survey after a successful call. This all happens in the same screen.



Easy reporting

All standard reports are available in our online self-service Gearbox portal. Relevant KPI's are in place, such as the number of calls and the average call duration, as well as more advanced statistics, such as operating system, originating countries and call end reasons. And all data related to your customer surveys.



34% of consumers prefer telephone to digital channels because of the faster time to resolution and indispensable human touch.



Top-notch Security

The Talk application is secured and encrypted by industry standard protocols and cipher suites. Fraudulent IP-addresses can be blacklisted to prevent further access. Calls are subject to our automated fraud detection algorithm. To use Talk, no extra software needs to be installed on the device.





Embed voice online

Seamlessly embed the voice channel in the online experience. Talk runs on any device connected to the internet with a microphone and browser.



Follows regular routing

Talk calls are routed in the same way as regular calls. No software or implementation needed, and your agents won't know the difference.



Increase conversion

Automatically redirect callers to a personalized thank-you page, or special offer. This significantly increases conversion.



Integrated feedback

25% of connected callers leave a review in the application. Simply because it's part of the Talk online customer journey.



More data and insights

The entire journey takes place online. This gives you a lot more data to analyze compared to traditional phone calls.



Facilitates international expansion

No more waiting for local numbers when entering new countries. Just publish a click-to-call button on your website. Talk works around the globe.



Match your brand's identity

The Talk user interface can be customized to match your brand's identity. Logo, wallpaper, button colors, url. It's all part of the package.

Basic

€ **30**
/month

Setup costs: €25

Call handling: € 0,08 p/min

- ✓ SIP termination included
- ✓ PTSN surcharge applicable

€ 50/month /extra instance

- ✓ 1 instance
 - ✓ 1 custom alias
 - ✓ Customization
 - ✓ DTMF dialboard
 - ✓ Remote support (15 min/mnth) during business hours
-

- ✗ Automatic redirect
- ✗ User feedback
- ✗ Interactive dashboards

Premium

€ **110**
/month

Setup costs: €50

Call handling: € 0,055 p/min

- ✓ SIP termination included
- ✓ PTSN surcharge applicable
- ✓ 1 onboarding session

€ 50/month /extra instance

- ✓ 1 instance
 - ✓ 2 custom alias
 - ✓ Customization
 - ✓ DTMF dialboard
 - ✓ Remote support (4 hr/mnth) during business days - 22.00 hrs
 - ✓ Automatic redirect
-

- ✗ User feedback
- ✗ Interactive dashboards

Enterprise

€ **250**
/month

No setup costs

Call handling: € 0,045 p/min

- ✓ SIP termination included
- ✓ PTSN surcharge applicable
- ✓ 4 onboarding sessions

€ 50/month /extra instance

- ✓ 1 instance
 - ✓ 2 custom alias
 - ✓ Customization
 - ✓ DTMF dialboard
 - ✓ Unlimited remote support 24/7
 - ✓ Automatic redirect
 - ✓ User feedback
 - ✓ Interactive dashboards
-

The future of customer service voice calls



The world is digitizing, and so is customer service. Channels like email, social, chat and bots all happen online. Easy and fast when it comes to simple and non-urgent questions. But as soon as it becomes complicated or urgent, 34% of consumers still reach for the telephone. Why? Time to resolution and the human touch, things that are harder to get across in digital channels. But is there still a future for voice calls with these rapidly developing digital channels?

Products and services are becoming more complex

At Sound of Data we are convinced it does. Bas Berkemeijer, Managing Partner: “The danger of increased digitizing is that the human component like tone of voice, empathy and engagement are pushed aside. Customers want to be helped, preferably 24x7, quickly and easily by, for example, self-service, (chat)bots, etc. If this is not available or not easily accessible, personal voice contact is indispensable. After all, products and services are becoming more and more complex and so are customer questions. And then human interaction is necessary. We can also see this in the call volumes of our customers. There is still an ongoing upward trend.”

Telephone is offline

A downside of voice calls according to many marketers is that it is an offline channel. You can create beautiful online journeys, but as soon as website visitors reach for the telephone, they are out of sight. Also, things like customer satisfaction and return on investment are harder to measure because surveys are sent through different channels (with low attention value as a result) and you can't always link a conversation directly to a sale. There must be another way, we felt at Sound of Data.



Embed telephony in the online journey

Gerard Nijboer, Product Manager at Sound of Data explains: “With Talk you give website visitors the possibility to directly call customer service with the click of a button on your website: Click-to-call. The visitor doesn’t have to search for a telephone number and can call directly in the browser. This embeds the conversation in the online journey, allowing the company to follow the visitor and increase engagement and conversion. For example, you can make a visitor an offer while in the queue or at the end of the call, send them to a landing page or show a short survey. This is not possible with a regular call. Talk is based on WebRTC. It is a VoIP call and it is forwarded to the call center via our voice platform in the same way as regular calls. For contact center agents there is no difference.”

I am convinced that we can turn customer service into a money-maker by using a tool like Talk because we can measure how telephony contributes to online conversion.

Tim de Groot

Maximize your conversion rate

Kaspersky is one of the companies that is currently actively using Talk on their website. Tim de Groot was immediately interested when he heard about it through his colleague at Customer Service. As Head of E-Commerce Benelux & Nordics, Tim wants to keep customers in the online customer journey as long as possible and maximize the conversion rate. “In the E-Commerce department, we also look at customer service from a commercial point of view. Consequently, customer satisfaction is super important. If customers feel protected, they remain customers and don’t quickly switch to competitors.”

Telephony remains a popular channel

Kaspersky is one of the fastest growing companies in cyber security and active in 200 countries. Given the nature of the business and the large number of customers, customer contact plays a major role in the organization. Tim: “Consumers and companies can come to us for technical advice as well as questions about orders, installation and support. Together with a few external call centers, we serve the various target groups. Technical topics are more difficult to explain in text than in speech. We also notice that especially the older generation wants to call, they are used to that. The younger generation is different. But even then, when something gets really complicated, they too eventually pick up the phone. It simply solves their issue faster.”



Easy to implement

Kaspersky started with Talk for a pilot of 3 months. The implementation is simple because it's basically just adding a button to the website. From that button, the visitor is directed to a page that fully meets Kaspersky's look-and-feel and where the real conversation starts. Tim was happy with the implementation: "For Sound of Data it was less work than for us. This was mainly due to our internal process of getting approval to implement Talk on the website. That can't be done just like that. Talk fully complies with our security requirements, which is why the approval was granted."

Customer service from money taker to money-maker

The first results show that users return to the website after a conversation and continue their online journey. A special offer on the landing page leads to more filled shopping baskets. The ultimate goal, of course, is more online conversion and turnover. "After a successful call, customers end up on a landing page with a special offer. That's not possible with a regular phone call and that's why this tool is so interesting for us. Customer service is often seen as a money taker. The costs are very easy to measure but measuring the value is more difficult. I am convinced that we can turn customer service into a money-maker by using a tool like Talk because we can measure how telephony contributes to online conversion. I can't think of a better mix of customer contact, sales, and marketing."

More information

Visit our website at www.gettalk.com
or give us a call at:
<https://demo.gettalk.app/welcome>

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