

**Voice and Visual Connection:** Talk directly with website visitors and see the pages they visit before, during, and after the call.

**Exceptional Value:** Base minutes are included, low rates for additional minutes, and an automatic roll-over plan make BoldCall a best value in click-to-call.



- Thousands of customers, worldwide
- Guaranteed 99.95% uptime
- The industry's best value
- Fully deploys in days
- 24/7 support
- Proven installs across vertical markets

### Contact Bold Software

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### Next Generation Web Communications

Click to Call is a powerful technology that leads to more sales. Reports, studies, and analyst briefings agree that visitor initiated voice communications can give a website a competitive advantage in its market.

In a recent study, Forrester concluded that for several companies which implemented Click to Call technology, "...the organizations saw a reduction in the abandonment rate and an improvement in the conversion rate," on their websites.

In certain situations, Click to Call is the preferred communication method that websites ought to employ. Consider, for example, the following scenarios:

- A website that sells complex products or services
- A selling engagement in which personal relationships are key (real estate, insurance, car dealers, attorneys, and travel agents)

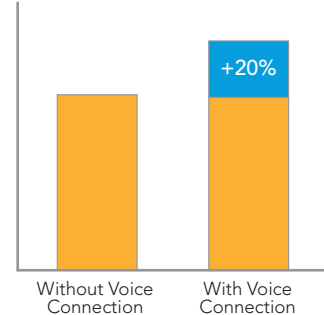
Situations like these are an obvious place where Click to Call can deliver an immediate return. But it's not the only place. Online retailers, as well, can utilize the technology in particularly sensitive areas of their check-out process.

On the support side too, Click to Call is often a better choice. In fact, Jupiter Research found that "...when it comes to questions about billing, delivery, product support, or service and general order inquiries, the relative majority of consumers prefer phone contact over any other alternative..."

### Click to Call vs. Toll Free – What's the Difference?

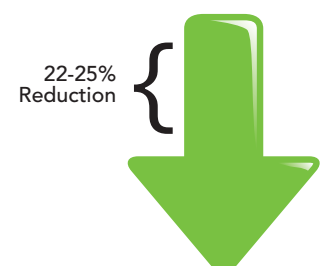
Many website owners ask, "why not just put my phone number on my website?"

#### Website Conversions



\*Forrester

#### Shopping Cart Abandonment



*“ BoldCall is an excellent way to provide intelligent real-time customer service to people playing Games on Demand, enabling us to answer questions and resolve issues quickly.”*

*- D. Freund*

*Director of Customer support for Exent*

Click to Call offers several tangible benefits that cannot be achieved with a plain old phone call.

1. **Caller Quality:** An article published by TMCnet in 2007 reported that click-to-callers are better informed and ask more detailed questions than toll free callers.
2. **Integrated Data:** Because Click to Call products like BoldCall include an operator interface which includes website behavior about the visitor, the representative taking the call has an immediate leg-up before they even say “hello.”
3. **Reduced Costs:** Click to calls are typically shorter than toll free calls which directly impacts the bottom line.

## Features & Benefits

### Beyond a Voice Connection:

With BoldCall, you'll have advanced knowledge of the website visitor you're talking to. You'll see what keywords brought them on site, how long they've visited, what page they are currently browsing, and more. Additionally, BoldCall users can push pages to the visitor in order to increase cross-sell and up-sell opportunities.

### Invitation Engine

With BoldCall's integrated proactive capabilities, you won't be waiting for

the phone to ring. Simply create rules based on website visitor behavior and send invitations with customized messaging.

### Call Control

Administrative controls allow users to set hours of operation, restrict calls by country, create a 'blocked' list, and control internal access through advanced permissions.

### Scheduled Calls

BoldCall allows the website visitor to request a call for a specified time in the future.

# FREE TRIAL!

Fully Functional

The screenshot displays the BoldCall software interface with several call details and features highlighted by callouts:

- See caller information such as geographic location and initial question:** Points to a table with columns: City (Wichita), Call Launch URL (http://demo.boldc...), and Initial Question (Do you have any specials on no...).
- See if the caller has communicated with you in a different way before:** Points to the **Chat History** section.
- See complete visit history of the caller:** Points to the **Visit History** section, which shows fields like Visit Name (Trenton), Visit Phone (+1 3166309933 x 146), and Visit Ref.
- See the keywords the caller used to find your site:** Points to a search bar containing the text "words nokia on sale".
- View the web pages the caller is browsing in real-time:** Points to a live chat window showing a website for "Digital Electronics" with a mobile phone image.