



live assistance now



***Converting online visitors
into buyers***

Click2Talk Overview



CALL

Callback

Visitors enter their phone number and choose the time they want to be called from a list of predefined options.



TALK

Internet Call (VoIP)

When visitors choose the "Talk Now" option, a Voice over IP (VoIP) call is launched directly from their computer to you.



CHAT

Chat

Users click to start an online chat from their computer.

Your Challenge

How to convert online visitors into buyers

An overwhelming number of visitors leave e-commerce sites without completing a purchase, even at advanced stages of the buying process. While customers enjoy the convenience of shopping online, there is no substitution for live interaction. Visitors want to ask questions about shipping and delivery and get specific answers that are not covered in a general shipping policy or FAQ. According to the New York Times [June 4th 2006], online shoppers want instant gratification, which is why Google, Amazon, and others are offering their visitors the ability to speak to a sales representative right away at no charge to the customer. With a large percentage of web users still uncomfortable giving their credit card number over the Internet, the security of a human voice could be the difference between a sale and a lost opportunity.

When it comes to online shopping, timing is everything. Your goal is to increase online sales, a constant challenge when competing products are just a click away. With Click2Talk®, the live response so crucial at the point-of-sale, you can turn casual visitors into satisfied buyers. Enjoy a significant reduction in website abandonment when you give your customers a chance to talk to you.

Our Solution

Let your customers talk so they won't leave

With Click2Talk, you can eliminate stumbling blocks and increase sales by personally answering questions in real time. Maximize the time and money you put into your site by making purchasing as easy as possible.

Click2Talk paves the way for satisfied, repeat customers by offering the best of online and offline shopping. Its competitive price means that you can recoup your monetary investment with even a slight increase in sales. Give your website customers a compelling reason not to leave empty-handed: **Click2Talk's instant access to live help encourages shoppers to buy.**

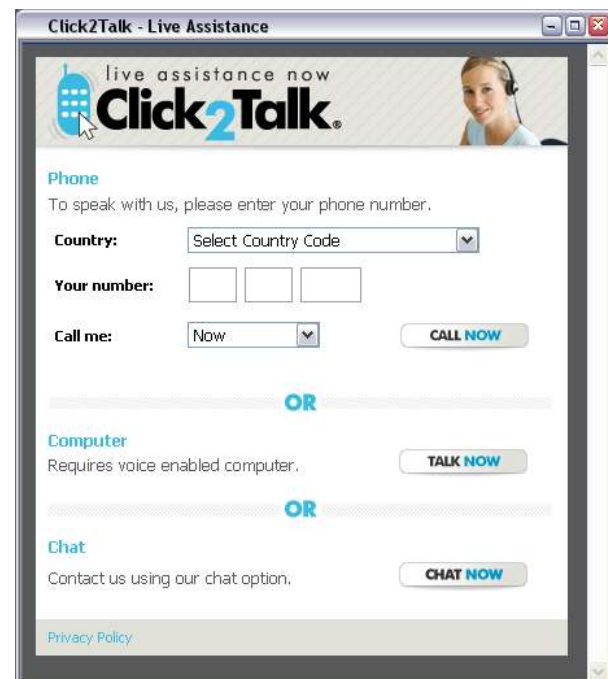
How Click2Talk Works

Click2Talk is comprised of three components: Callback, Internet Call (VoIP), and Chat.* Each of these components offers your customers a different way to talk to you. Your customer never pays for the call or online chat.

Visitors click on the Click2Talk button you have placed at strategic points on your web site. A customized pop-up window appears offering the three different ways that visitors can contact you. and

Callback and Internet Calls (VoIP) can be used in tandem with Chat should a user want both verbal and visual help.

*Coming soon



Click2Talk Gives Your Customers:

• **Live Interaction in Real Time**

Make sure your online visitors get the answers they need when they need them.

• **Flexibility**

Click2Talk makes sure that your customers can choose their preferred communication mode, giving them the choice of the phone, Internet call (VoIP), or online chat. Click2Talk offers a variety of options that can be used in parallel, designed to help you achieve your goal of successful sales

• **Security**

Let your visitors feel good about what they are buying. Your explanation could be the difference between a sale and an abandoned shopping cart. Allay fears about credit card theft by providing customers with the ability to pay over the phone.

• **24/7 Availability**

Today's online customers are impatient. They want constant and immediate accessibility. With Click2Talk's Call Forward feature, you can make sure that your customers find you, reducing your number of missed calls.

Click2Talk Gives You:

• **Satisfied, Repeat Customers**

Customers who have a positive experience on your site will come back again and recommend you to friends. Adding Click2Talk to your e-commerce site enhances user experience, resulting in satisfied, loyal customers.

• **Shorter Sales Cycle**

Be there for your user's moment of indecision. Don't let users leave and buy somewhere else or at another time.

• **Important Customer Information**

The more you know about your visitors, the better equipped you are to respond to their needs. Find out who your potential customers are, where they are calling from, what time they contact you and more in order to make sure that your site is tailored for the right audience.

• **Easy Implementation**

Because Click2Talk is so easy to implement, your site will not suffer from any disruptions or down time. Strong support channels mean that Click2Talk's staff will answer any installation questions you have clearly and quickly.

• **Competitive Pricing**

Click2Talk's pricing packages accommodate a range of calling plans. Choose the package that works best for your business needs.

Over 90%
of online
visitors prefer
human
interaction

Jupiter Communications

About Click2Talk

Click2Talk, a service of IDT Corporation, connects buyers to sellers over the Internet using IDT's patented technology. Click2Talk provides businesses with the ability to increase sales conversion rates and reduce website abandonment while strengthening customer satisfaction and loyalty.

Click2Talk's three web-based communication options provide the solutions companies need to bridge the gap between online and offline communication. Click2Talk is an IDT Corporation company.

IDT Corporation is the fourth largest U.S. telecommunications company (NYSE: IDT), with offices in 17 countries. IDT Corporation has its headquarters in Newark, New Jersey.



CALL



TALK



CHAT

For a live demonstration of how Click2Talk can work for your business, contact:

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