



Use Case

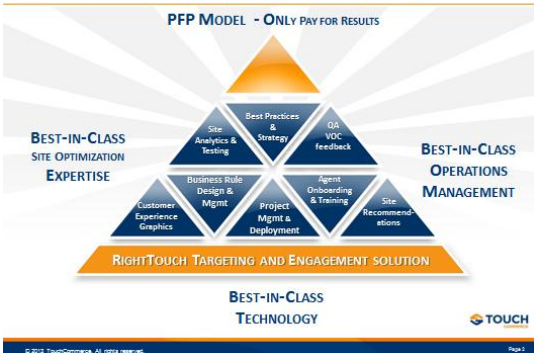
TouchSell™ Use Case: Lead Capture



Lead capture is commonly understood as merely an exchange of information. Your prospects provide you their contact details in exchange for something that helps or informs them. And in that process, you also will want to increase their receptiveness to your sales initiatives so you can follow up and convert that initial interest into actual sales.

TouchCommerce provides a unique combination of tools, expert advice and program management to help you achieve an average lift of 20% on the amount of leads you collect on your site. These tools allow you to nurture them in such way that those leads become “sales ready” once you engage your sales teams.

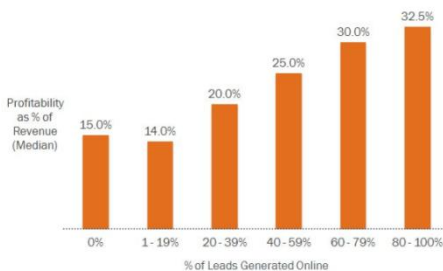
What we can do for your Company



It’s no longer enough for organizations to generate leads, send them off to sales and call it a day. Capturing and nurturing a converting lead requires that you identify the right buyers at the right time and engage with them so they provide you with the information you need. Engaging with a prospect online can be accomplished through many different tools and strategies, but doing it efficiently and effectively involves detailed analysis.

As leaders in the conversion marketing space with more than 14 years of online experience, TouchCommerce provides a unique combination of tools, expert advice and program management that helps you increase the number of “sales ready” leads captured on your site, improving the ROI of your marketing efforts while reducing your overall lead generation cost.

And we can do all this in a payment model that aligns our compensation to your program goals. Let us show you how we can do it.

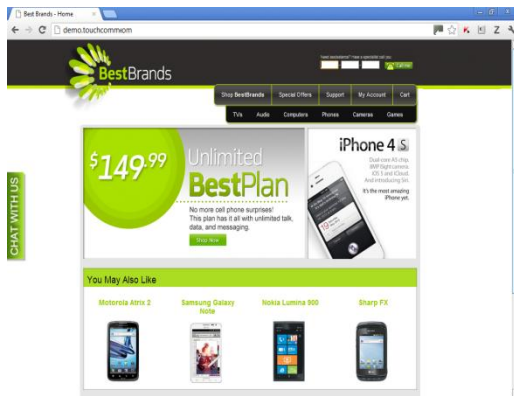


One of the differences in our approach is that we engage with your team early in the process, during the solution design and deployment stages of the program. Our analytics and optimization group of specialists partner with your business owners to analyze information such as site mapping, work flows, site traffic, conversion and fall-out trends, areas of influence, etc. We review all the different dimensions affecting your lead generation capabilities which help us enable design decisions better.

- WHO** Who to Target
- WHAT** Medium to Use
- WHEN** Timing & Conditions
- WHERE** Launch Zones
- HOW** Communication Design
- WHY** Needs Based Content & Support

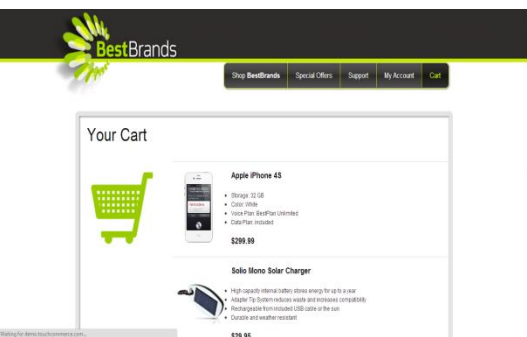


So rather than only providing cool features and functionalities to add to your website, we bring value by establishing a partnership approach. We work together to develop a comprehensive framework that enhances your website with effective and efficient online lead generation capabilities. We help you understand who, what, when, where, how and why to engage with a specific visitor; and do that in alignment with your site performance goals and budget, and the platforms to support (online, mobile, etc.)...



How we do it? Let's talk about the typical situations any visitor might face on any website.

As the customer browses through your site, you want to make sure you are able to provide a great customer experience and boost their interest in your products or services.



So while some visitors will successfully make their purchase and drive your online conversions...others won't. For those that abandon the buy flow, you still will want to capture their information for re-marketing purposes, to contact them or even offer an alternate channel to drive the conversion event.



And for those that do not actually enter your buy flow, we can leverage our behavioral targeting capabilities and combine it with our versatile interaction layer to personalize the display of targeted promotions or promote relevant products, including information resources available, that can contribute to both raise the visitor interest on your offering as well as help you nurture them as a lead.

For example, you can use standalone banners that can also trigger live interactions or direct the customer to relevant pages.

Or based on session behavior, we can engage them using proactive chat. We can embed within the chat skin relevant content or promotions that would increase the likelihood of the customer to engage, remain on the web and either drive higher online conversions or sales readiness of the lead.

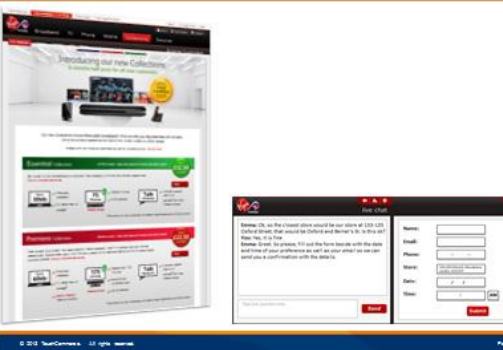
Targeted Offers/Content: Initial Offer



And once the customer is chatting with a live agent, and if the agent cannot close the sale online, they can capture the customer contact information on the chat skin so the customer can be contacted again...

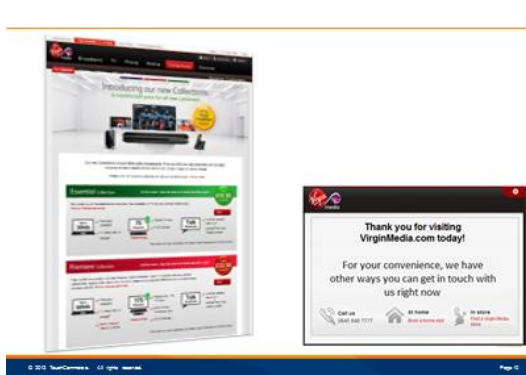


...or schedule a home appointment....





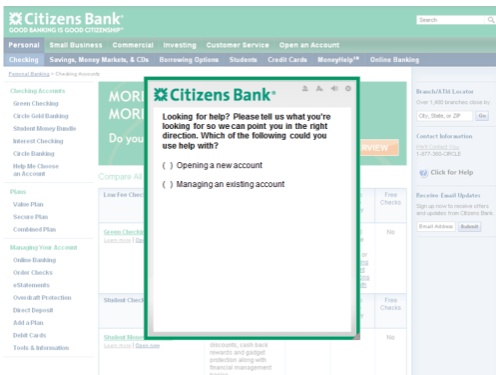
...or capture the information necessary for scheduling a store visit, offering to direct the visitor to the store locator to identify the most appropriate store.



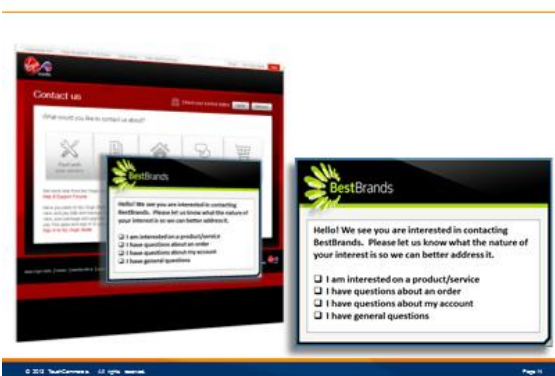
And if they choose not to accept the chat invitation and close it, before exiting, information on alternative channels to contact your company could be presented.



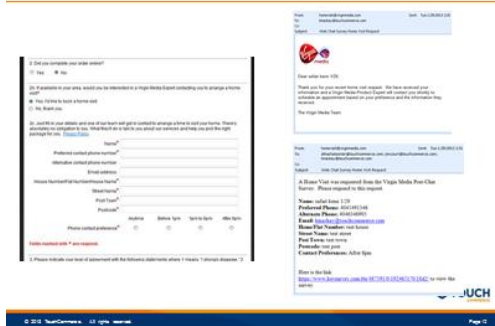
Over 90% of Marketing executives consider email as key information to capture from Customers, so we can also offer the alternative for visitors to leave their contact information for future marketing initiatives.



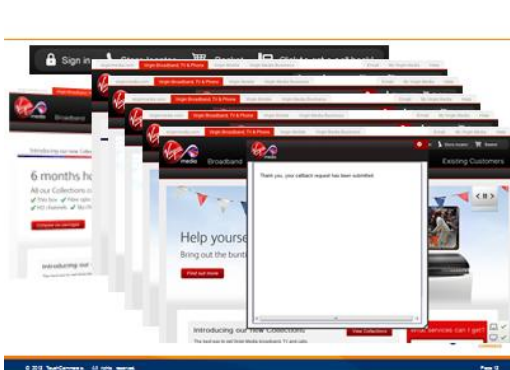
Recent studies indicate that interactive registration forms drive significantly almost 300% higher lead capture performance than regular sales lead forms. We can use our dynamic decision tree technology to build an interactive lead qualification and capture tool.



Or for those customers that visit your “Contact Us” page, we can configure this functionality to qualify their intention, engage them proactively if a sales opportunity is identified. We can also redirect those with other interests to different support channels or lead them through self-service tools that could provide them with the answers to their questions.



We can also help your company drive lead captures through our survey capabilities to visitors not making an online purchase by offering other channel options, such as this example of a home appointment. The visitor provides their contact information, they receive a confirmation and a lead is sent to the appropriate group for immediate handling – driving conversions across channels.



Even when your live support options are not available at that time, you could also offer your customers the opportunity to leave their contact information so you can contact them through their channel of preference at a time of their convenience.



All these are just examples of situations that happen on many sites. They often end up impacting a site’s capability to capture sales ready leads.

TouchCommerce can help your company boost your lead capture capabilities. We will optimize your site from the solution design stage

through the program lifecycle, using a holistic approach that involves dedicating business analyst and account management resources that ensure that the solution remains relevant to your business goals.



And we can also partner with you providing the Operations layer...that relies on more than 14 years of experience recruiting, training and managing high performance delivery teams.

TouchCommerce is the market leader in online engagement solutions. Our 360° approach to boost your lead gen capabilities offers:

- Managed services: **Focus on analytics and VOC**
- Best-of-breed agent capabilities: **Powering both automated and agent-oriented solutions**
- Easy to implement and adapt: **One tag**
- Outsourced Expert Team: **Call center experience**

TouchCommerce engages with our clients to design the right solution to increase order assistance/completion, enhance up-sell and cross-sell capabilities and achieve an average of 20% conversion lift.

Summary of Benefits

- **Combines** a full-featured conversion marketing software platform with a professional optimization team
- **Delivers** an average 20% lift in incremental revenue
- **Lowers** service costs
- **Pay** for performance
- **Deliver** outcomes, not software
- **Align** our goals with your goals

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To learn more about TouchCommerce, contact us today.