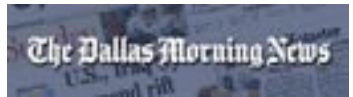




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## Jaduka may be next big thing

By Andrew D. Smith

The editors at Red Herring magazine predicted big things from once-tiny companies such as eBay, Skype and Google. Now they're touting the promise of a Dallas-based company called Jaduka.

Jaduka technology helps Internet retailers connect customers to real live help. Customers see a "click-to-call" button on every page of a participating e-tailer's site. A click of the button connects the customer by phone with a company salesperson or technician.

"The button usually looks the same on every page, but it doesn't always dial the same number," said S. Neil Vineberg, a spokesman for the privately held company. "If you click the button from a page that contains a description of a lawn mower, you get a lawn mower expert. If you click from a page on televisions, you get a TV expert. You don't have to fiddle with those phone trees to get to the right person."

Consumers pay nothing for the call. Smaller Jaduka customers pay by the minute. Larger ones negotiate a flat rate with the company, which won't disclose customer figures.

Technically, Jaduka's Web widget may not work any faster than a telephone number printed on a Web page.

A customer who clicks the button still has to dial one phone number – his own – before Jaduka can connect him to a sales agent. That said, studies show customers use click-to-call buttons far more than customer service numbers, so companies may boost business by adding them to their Web sites.

The editors at *Red Herring* think so, though they did hedge their bets. The magazine split 100 *Red Herring* awards among the more than 800 companies that were considered.