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feed growth!

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Now, click means hello

Ask anyone who runs a call center and he/she will tell you that when your customer calls you with questions, there's really no hotter sales lead. It is the 20th century version of showing up at the front door, asking to buy something. How easy is it for your customers or prospects to call you?

Jaduka's Click-and-Connect service (and others like it) lets you make it unbelievably easy for a customer to initiate a call. From any web page (or HTML email), a user clicks on a button, and then enters a phone number. The system then places a call to each person and connects the call. Think about it - there are valid reasons why someone would prefer an inbound call from your company, instead of picking up the phone and calling. It may be too hard to find the correct number; they may decide to buy on a page without a phone number. Or, even more important these days, they're on the cell phone and dialing is inconvenient.

It doesn't really matter why they use it; studies show that customers tend to prefer these inbound calls. It may just drive incremental responses to your email marketing and search marketing efforts. The bottom line - better response rates translate into real dollars. With the first 60 minutes free and simple setup (afterwards, an hour of connect time is 5 bucks), why not give it (or the alternative eStara) a try?