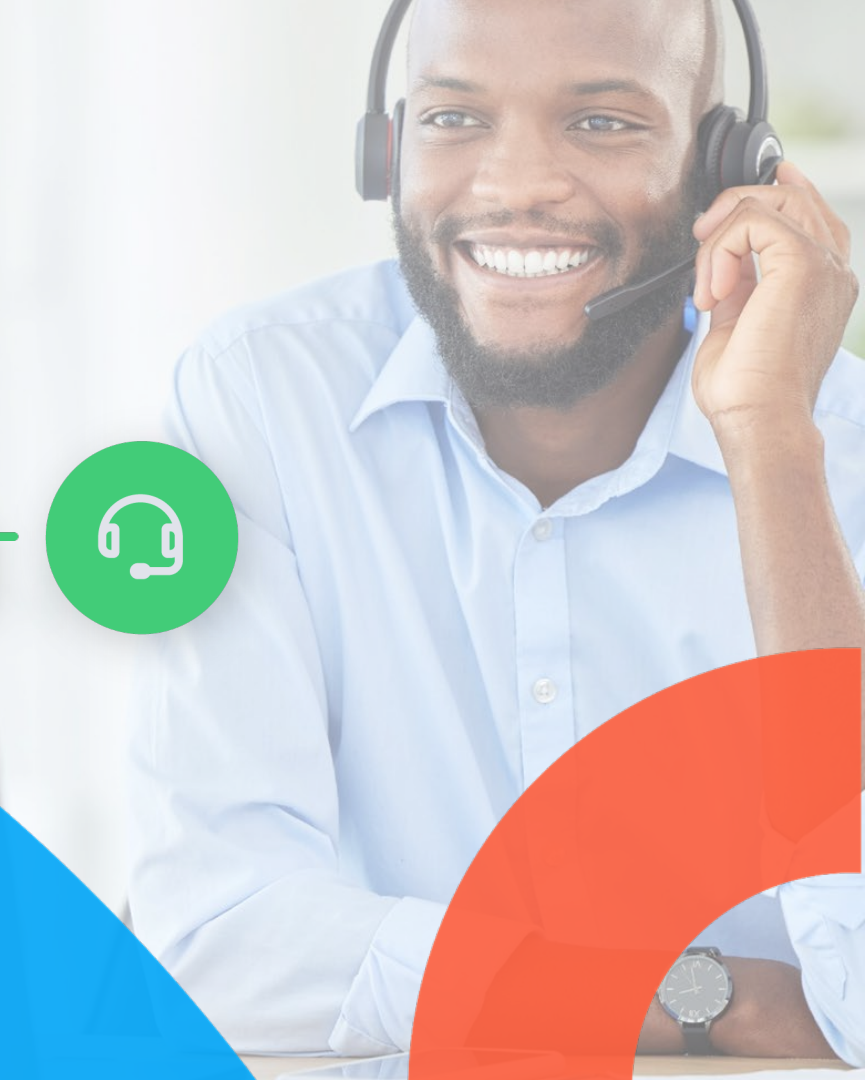


Click-to-Call

Reduce Toll-Free Costs, Boost Sales
& Improve CX, the Easy Way

 audiocodes



Challenges of Doing Business in the Digital Era

Prevent customers slipping away at critical moments in their journey!

The rise of self-service business

Reduces operational costs and load on live agents

When self-service options are exhausted

Customers **need** real-time, personalized conversations with human agents

Voice calls are the answer to resolve customer inquiries

Voice is the most natural, effective and human form of communication

85%

of customers communicate with contact centers via voice*

81%

of companies enable escalation to voice in their digital channels* to resolve complex transactions and provide customer support



* Metrigy CX Tech Trends, May 2021 (survey of hundreds of leading firms)

Boost Your CX with Click-to-Call

Initiate a call to a live agent, by clicking on a button embedded in a web page, app or kiosk



Provide real-time customer service from anywhere in the world



Help customers complete online purchases



Increase conversions and revenue



Delight customers with excellent customer service



Click-to-call
boosts
revenues

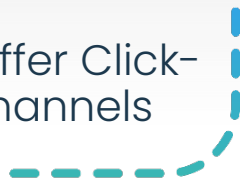


From **\$14.7** trillion in 2020
To **\$47.2** trillion by 2027

Source: Metrigy "Click-to-Call's Rise in Digital Channel Adoption, Q1 2022"

Not all Click-to-Call is Created Equally.

53% of companies already offer Click-to-Call in their digital channels



Legacy solutions have their drawbacks:

Financial Burden



Domestic & international toll-free lines are costly

Inferior CX



Click initiates a call-back or regular PSTN call



Customer is no longer immersed in their web/app experience



No context provided to the agent

Operational Inefficiency



Difficult to set up and maintain



No control over voice quality

The Next Generation of Click-to-Call

Efficient Operation

- ➔ Direct communication with the **right** agent
- ➔ Reduce time for customer qualification & authentication
- ➔ Reduce miscommunication

Winning CX

- ➔ Caller remains in browser/app
- ➔ Available from anywhere with a WIFI connection
- ➔ Agent receives user's web/app context

Financial savings

- ➔ Bypass toll-free number charges
- ➔ Shorter average holding time
- ➔ Increase conversions
- ➔ Fewer abandoned online shopping carts
- ➔ Opportunities for upsell and cross-sell

The Golden Window of Opportunity

Online Purchases

High Intent Customers



Selected company & product



Done research



Invested time

Common last-minute questions



Checkout problems



Delivery times



Payment options



Credit card security



Product quality

Online Support

Existing Customers



Technical support



Product inquiry



Need for service

Common post-sale issues



Troubleshoot/
Assembly



Delivery issues



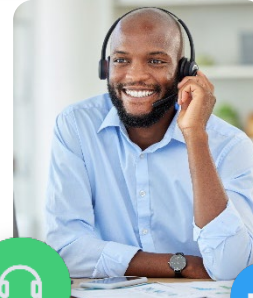
Global service access



Billing errors



Reservations



Direct agent assistance at the right place and time

Converted customers



Loyal, happy customer



WebRTC-Powered Click-to-Call



Highly disruptive, cutting-edge technology already used by leading contact center vendors:



Call initiated from customer's browser or app



High voice quality under any network conditions



No software installation needed



Built-in security



Natively supports any mobile/desktop browser or app



Integration with any SIP-based contact center platforms

AudioCodes Click-to-Call from the World's Leading Voice MSP

➔ Powered by WebRTC technology

➔ Delivers a rich, high-quality audio/video calling experience

➔ Supports desktop, mobile & kiosk environments



Customers

Prompt assistance via their channel of choice

Agents

Happier, a better working environment

Contact Center Operators

Enhancing CX at lower operational cost

AudioCodes Win-Win-Win Click-to-Call Service

Audiocodes Click-to-Call: Boosting Conversions and Building Loyalty

- ➔ Customers can call an agent at critical moments in their digital journey
- ➔ Call is initiated without the customer having to leave the website or app
- ➔ Global availability – customer needs a mobile data or Wi-Fi connection

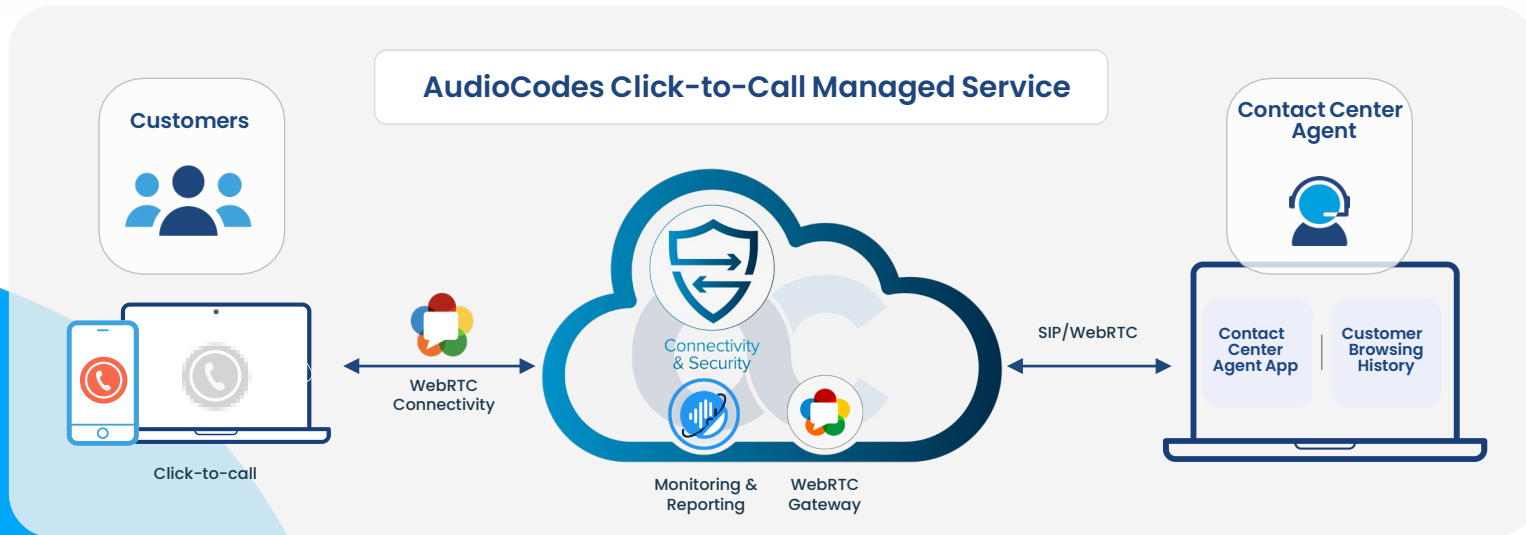


AudioCodes Click-to-Call: Ensuring Operational Efficiency



- ➔ Reduces contact centers' prohibitive international and domestic toll-free line costs
- ➔ With caller's browsing context agent can focus on customer's needs and resolve issues more quickly
- ➔ Seamless integration with contact center incoming call handling (transfer, compliance, recording etc.)
- ➔ Simple low-code integration into website/app

Click-to-Call: An AudioCodes Live CX Managed Cloud Service



AudioCodes at a Glance

Expert Business Voice Solutions



3 DECADES
OF OPERATIONS

NASDAQ
MAY
1999

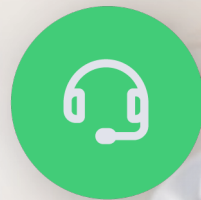
OPERATING
IN 100+
COUNTRIES



A world's
leading
enterprise SBC

66 OF TOP 100
SERVICE PROVIDERS

50 OF FORTUNE 100
ENTERPRISES USE
AUDIOCODES TECHNOLOGY



Click-to-Call
Schedule a demo!

 audiocodes

