



How To Target and Yield Prospective Customers Online...

Two billion Euro of potential revenue are lost in the German online marketplace year after year, because a contact person isn't available when a customer is making the buying decision. Mediatrix Web Scout by ITyx allows you to invite your web visitors to a live consultation via video chat and phone, based on their behavioral pattern. Compared with traditional outbound campaigns, this method is highly effective - you can reach customers at the precise moment they are making the buying decision.

When shopping for a used car, a TV or insurance, 80 % of consumers conduct their initial research online. Proactively inviting prospective customers to communicate with you live over the Internet using Mediatrix WEB SCOUT helps you to establish targeted customer relationships. No-where else is it easier to get in touch with your target audience.

Traditional outbound campaigns are labor intensive, require extensive research and are often executed in a legal grey area. While you introduce a product to a prospective customer over the phone, another potential buyer aborts a transaction on your website, because there isn't a way to contact you instantly during the buying process.

With Mediatrix WEB SCOUT, you can not only engage your service staff in recruiting online customers during slow times, but you also stand out against your competitors with excellent consulting and innovation. WEB SCOUT web-enables your customer service. Serving current and prospective customers online ensures significant growth potential as you further develop your electronic customer service.

The integrated Mediatrix Web Radar helps you determine which visitors to invite to a personal consultation with an available agent, based on their particular behavior. That way, only qualified customers are offered the benefit of an exclusive video chat consultation. If a prospective customer is interested, contact can be established instantly through a registration process that's easy to configure. Establishing a video and chat/IP connection with the next available operator takes only seconds. WEB SCOUT creates a personalized environment where the prospective customer is guided through the purchase. The online consultant can highlight important product features, using an arrow the customer can see onscreen.

OVERVIEW OF FEATURES

1. Quick and easy integration as managed service
2. Configurable registration process – active/passive customer contact
3. No adaptation to company websites required
4. Web accessibility – consultation exclusively over web browser
5. Text chat with optional video and IP communication
6. View select products simultaneously with customer
7. Tele-marketer to highlight specific content
8. Co-browsing: customer and agents visit websites together
9. Completing online forms together
10. Reporting and live monitoring



POWERED BY INTELLIGENCE
RESPONSE MANAGEMENT · SELF SERVICE · CO-BROWSING
www.ityx.co.uk

Mediatrix WEB SCOUT

Consultant and customer can complete order forms together, diminishing any hesitations to complete the purchase. Fewer orders are abandoned and you are committing customers to the sale.

Integrating Mediatrix WEB SCOUT is conceivably easy. WEB SCOUT by ITyX is initialized at a leading German data processing center. From here, WEB

SCOUT brokers select contact requests within individual business units to one of your available consultants.

Impress your customers with "guided online consulting." Win new customers through targeted customer contact. Reduce the number of abandoned online purchases and focus on the essential.

BENEFITS FOR YOUR SERVICE ORGANISATION

1. Increase staff efficiency during slow times
2. Improve conversion rates for your Internet products
3. Diminish buyer hesitations
4. Systematically select and target qualified customers
5. Increase customer loyalty

The screenshot displays the Mediatrix WEB SCOUT interface. On the left, a navigation menu includes options like 'RMEINLEASING', 'OP40-GEWERBLICH', 'ONFIGURATOR', and 'VIDEOCENTER'. The main content area shows a car configurator for a Volkswagen Passat, with tabs for 'AUSSTATTUNG', 'SERIENAUSSTATTUNG', 'FOTOS', and 'TECHNIK'. The 'AUSSTATTUNG' tab is active, showing options for 'Karosserie' and 'Fahradträgersys.'. A live chat window is overlaid on the configurator, showing a video chat with a female consultant. The chat text includes: 'Sie sind jetzt mit einem Online-Berater verbunden.', 'Guten Tag Herr Schmitz.', 'Guten Tag.', 'Ist ein solches Fahrzeug verfügbar? Wie lange sind die Lieferfristen?', 'Wenn Sie mögen, können wir über unseren Leasing-Pool ein Fahrzeug für Sie kalkulieren. Wollen wir das machen?', 'Ja, bitte. Was muss ich tun?', 'Nichts. Ich führe uns zum Kalkulator. Einen Moment bitte ...'. The chat window also shows a 'Beenden' button and a 'Senden' button. On the right side of the interface, there is a car card for the Volkswagen Passat, showing the price '€ 26.175,01' and a 'ZUM LEASINGGANGEL' button. Below the car card, there are radio buttons for 'Ausstattung - nicht ausgewählt', 'Ausstattung - ausgewählt', 'Mehrfachausstattung - nicht ausgewählt', 'Mehrfachausstattung - ausgewählt', and 'Teilausstattung (info)'. The bottom of the interface shows a taskbar with 'Fertig' and 'Internet' buttons.



POWERED BY INTELLIGENCE
RESPONSE MANAGEMENT · SELF SERVICE · CO-BROWSING
www.ityx.co.uk