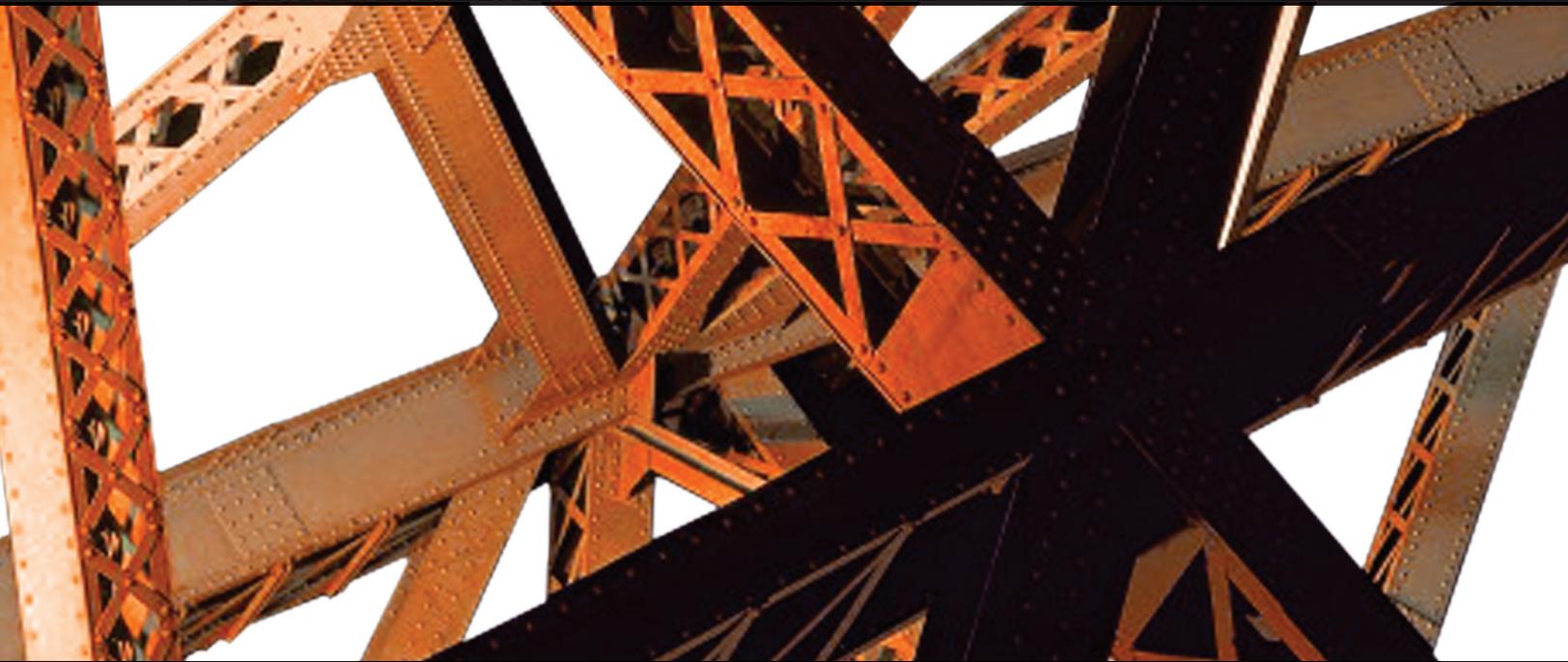


# Infrastructure INTERNETCALL™



## Mfrastructure InternetCall™

Mfrastructure InternetCall™ enables your business to capture online shoppers, interested prospects and existing customers when they are ready to buy or want to find out more information—now! InternetCall helps you develop stronger leads, close sales by capturing online customers at the point of abandonment, up-sell and cross-sell your existing customers and dramatically improve your customer service. InternetCall initiates an immediate and live telephone call with your web visitor at the click of a button located on your website, banner ads or embedded in your emails. Within seconds, the potential or existing customer is speaking with a representative of your business who can answer questions or take payment information over the phone.

### Connecting Buyers & Sellers

The number of people who visit your business' website and leave without contacting you or completing a purchase is likely in excess of 70% based on typical Internet averages. Prospects and customers want questions answered, and they want it now. Many of your potential customers often don't feel comfortable buying online without having some of their questions answered first. Or they are uncomfortable with the threat of identity fraud and do not want to give financial information over the web. The InternetCall technology gives these prospects and customers exactly what they are looking for – a real voice in real time.

### Benefits of InternetCall

- Customers and prospects are just one click away from speaking to a live person from your organization over the telephone
- Connect live one-to-one with potential buyers
- Give your “extravert” customers and prospects who enjoy talking to people the opportunity to do just that while they shop and research your website
- Reduces shopping cart abandonment
- Adds incremental revenue and profits from existing website and email marketing campaigns

- Boosts sales while decreasing the unit cost per sale
- Enables your sales team to both up-sell and cross-sell
- Simplifies the sale of complex goods and services online
- Increases touch point opportunities with your target customers
- Adds a new level of customer service, increasing customer loyalty
- Provides measurable results from online marketing expenditures

### Features of InternetCall

- Extremely easy to install
- No additional equipment, hardware, increased network bandwidth, complex software, or human capital required
- Implementation takes hours, not weeks
- Full support staff
- Very easy to use
- No technical expertise required
- No special plug-ins or players required
- Cost-effective solution
- Quickly pays for itself through incremental sales
- Direct measure of online marketing effectiveness
- Customer and prospect data that is entered to initiate a phone call is tracked
- Information is available for current and future marketing campaigns and data mining efforts
- Fully integrated with the Mfrastructure Console—see all of your callback metrics along with all other marketing analytic information



## **Proven Tool for Success**

While the web has brought new methods for marketing and new ways to interact with potential and existing customers, it doesn't completely eliminate the need many buyers have to talk directly with another person. Mfrastructure InternetCall bridges the gap between the Internet and successfully selling and qualifying these types of customers. Don't lose these highly interested prospects and customers because they don't know how to contact your sales or service team. Make it easy with a "Call Us Now!" button on your website or email.



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