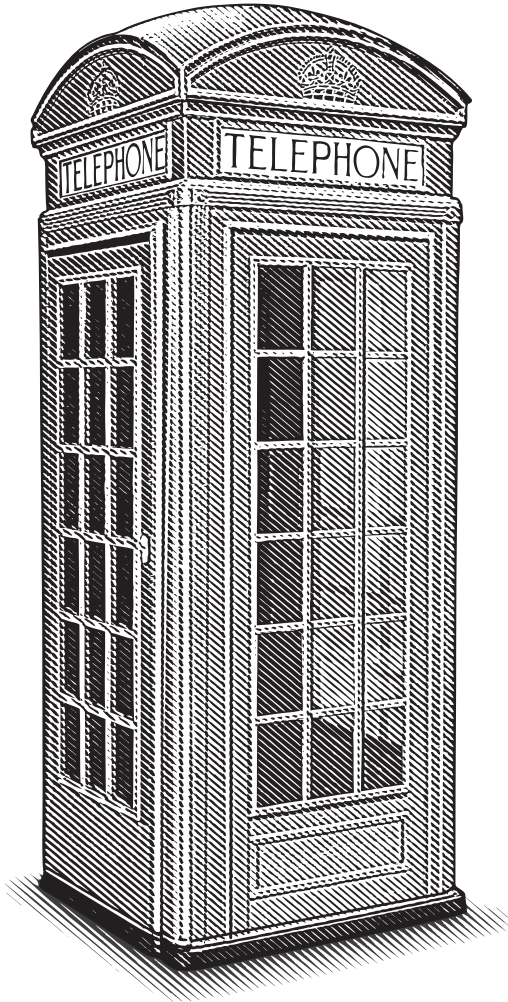


# WebsiteAlive Click-to-Call Buyer's Guide



## *5 Questions to Ask When You're Shopping for a Click-to-Call Provider*

### **con·nect**

*[kuh-nekt] verb (used with object or people)*

1. to join, link, or fasten together; unite or bind: to connect people by communication
2. to establish communication between persons

# INTRODUCTION

With click-to-call, visitors to your website can enter their phone number and immediately be connected to someone at your business. It's the best and simplest way to be there for site visitors whose preferred method of interaction is the phone.

Click-to-call is indispensable because it leads to increased brand loyalty and customer satisfaction. But there are a lot of choices. Which one is right for you?

Here are five questions every company should ask when shopping for a click-to-call solution.

## WHAT IS CLICK-TO-CALL?

- Convenient for customers
- Increases online conversions and sales
- Cuts down on overall customer service labor and expenses
- Used by companies large and small across all industries
- Enhances the customer's experience
- Proactive for you and the customer
- Used as a part of support and e-commerce solutions
- A simple and easy way to communicate

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## Will we be able to have calls routed to any type of active phone line?

Most, but not all, providers will allow you to route your calls to any active line, including VoIP (voice over IP) and vanity lines. This isn't universally the case, though, so it's a good question to ask when you're shopping for a provider.



## How will we be billed for the calls?

The industry standard is for providers to bill you per minute for the calls. Depending on your provider, you may be asked to purchase minutes up front, or you may be billed as you accrue minutes. If your provider offers both options, be sure to find out which option will be the most cost-effective for your organization.



## Does click-to-call work internationally?

Click-to-call is often available for interactions with international site visitors. However, the specific availability may vary from one provider to another. If a significant percentage of your customer base is overseas, it's important to ask about this feature ahead of time.

Nearly 85% of consumers who browse, research, and buy products and services online want the choice of click to call or click to chat to get live sales or service assistance.

-MarketTools



## How easy is it to integrate click-to-call into my website?

For a basic implementation with no customization, you can literally add click-to-call to your website in just a few minutes. The process is as simple as pasting a snippet of HTML or Javascript code on the pages of your site. Even though it's an extremely easy process, a reputable provider will have agents on hand to help you if you have questions.



## What type of support should I expect to receive from a provider?

Most providers will provide full support during business hours and limited support after hours. Full support means a live person is available to answer questions and to provide technical or billing support. After-hours limited support may include online how-tos, FAQs, videos, or similar resources.

### **ALIVEDIAL - GET YOUR RING ON!**

The AliveDial Click-to-Call platform allows Visitors to enter their phone number and get connected instantly with your business phone line.

AliveDial is part of a suite of online communication solutions offered by WebsiteAlive. For more information, or to consult price lists, visit us today at [www.websitealive.com](http://www.websitealive.com).

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