

Latest eNews and eHappenings

Breadth of ROI eCare Solutions Extends Again ROI Direct to Offer Text Chat

One of our core strategies is to extend through the e-business value chain to provide more comprehensive solutions for our market. One message that has been consistently clear during the past 12 months is the market's desire to add real-time text chat to their e-commerce sites. In response to this demand, we are excited to announce that we have signed a reseller agreement with FaceTime Communications.



This ROI Direct branded application will initially be implemented and hosted by FaceTime, while ROI Direct will take on the responsibility for sales, Web-site integration, and first-level customer support. The net of this agreement is that we can add a very complimentary capability to our offering and realize top-line revenue. Text chat will be offered as an add-on feature to both the eCommerce packages and CustomResponse.

Pricing will be \$4,995 for implementation and \$2,025/mo. ALMS for a block of 5 concurrent Agent Work Stations.

For those of you not familiar with text chat, think of e-mail as being the web equivalent of a fax and text chat as the web equivalent of the phone system. Text chat, like phones, offers real-time interaction. When customers come to a site in a buying mood, clients want to maintain that attitude by responding immediately to questions they might have. Asking a customer to wait for an e-mail response might be viewed by the potential customer as an invitation to shop somewhere else.

Key Capabilities

- Multiple CSRs, Queues, and response templates
- Support for Instant Messaging Services including AOL and Yahoo!
- Ability to push Web-pages to customer
- Robust reporting
- Integration for LipStream and HearMe voice over IP services
- More information can be found at www.face-time.com.

During the next month, we will be adding text chat to the demo sites, training the sales force, updating all sales collateral and price lists, and setting up the required support organizations. This represents the first phase in a strategy that will ultimately see us hosting the application, performing implementations, providing deep integration with CustomResponse, and realizing even greater sales and margins.

