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July 2008

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Overview

The business fraternity is seeing new trends in processes of lead generation and customer retention. Since the advent of the concept of 'Global Village', the focus has shifted towards innovative techniques for enhancing the support services of every business. As a matter of fact, when the online retailing industry soared to new heights with advancements in technology, they arrogantly ignored the importance of customer support services believing that the customer will contact them for support and paid a dearer price.

Today, the customer seeks convenience in every aspect of purchase. Live chat is one of the best solutions for providing unmatched customer support without unnecessary expenditure. Having trained customer support staff online can immensely help in enhancing your value proposition.

Moreover, Live chat is considered a trustworthy approach by users owing to human contact. Apart from being a time saving concept for customers, Live Chat can help you reducing the 'Cost of Ownership' expenditure. And where every sales count, the importance of live support is immense. Live support increases your reach and credibility among the potential customers.

ActionLiveChat: Introduction

ActionLiveChat is a comprehensive support tool for every marketing and sales effort. With a perfect blend of real time web analytics and user friendly web based interaction client, ActionLiveChat can effectively help any organization in improving its value proposition. ActionLiveChat helps you get a clear insight into your customer's requirements and design your sales and marketing efforts accordingly.

ActionLiveChat works on a proactive approach that identifies visitors to your website based on predefined criteria, initiates a positive interaction session, engages them with relevant and useful resources and thus strengthening your selling strategies.

ActionLiveChat is a Windows application, designed to give you a fast, feature rich view of your site without the constraints of a browser-based solution. The Client can show visitor information from multiple monitored sites and allow you to see and chat to other client users within your organization.

Maximize ROI and Improved Decision Making

ActionLiveChat helps you to track and analyze various channel performances and evaluate the performance of your various marketing initiatives, to provide an insight for the improvement in the processes. ActionLiveChat's real time web analytics provides detailed reports on abandonment points, conversion rates and channel performances, resulting in better decision making and better policy formulation.

Increase conversion rates

Leveraging on event-driven approach with behavioral conditioning and live web analytics, ActionLiveChat effectively increases you online conversion sales rates.

Reduce abandonment rate

ActionLiveChat helps you provide real time clarifications, reassurance and information through the purchase process of your customer to significantly reduce the abandonment rates during checkout.

Increase order size

ActionLiveChat helps you to understand the buying behavior of your customer helping you to formulate and customize your offers and resources accordingly.

Maximize lead generation

ActionLiveChat's real time analytics helps you to target your most qualified prospects with a predefined criterion and helps you to assess the referral sources and effectiveness of your various campaigns.

Enhance value proposition

ActionLiveChat reduces response time to the queries and issues of your customers enhancing your customer services and strengthening your value propositions. It enables you to provide customized level of services to the customers based on their potential and current account value.

ActionLiveChat: Features

ActionLiveChat provides solution to your real time sales needs. This feature full product enhances the performance of all your business processes.

Live Visitor Tracking and Engaging

Track the behavior of prospect activity in real time and engage them in positive interactions and offer customized resources for better conversion rates. Engage your potential customers in interactive sessions and provide support in real time by solving their queries instantly and providing better offers.

If you use Google AdWords, you can welcome a visitor with a message like "Welcome Google user. Thanks for clicking on our AdWords link, let one of our staff help you with any questions you may have." This is a great way to let users know that you are there for them.

Real Time Web Analytics and Reports

Analyze the real time behavior of your visitors to design your efforts and resources accordingly.

Multiple Channel Support

Give your customers the freedom of choosing the best channel of communication with your support staff including call and chat options.

Live Chat Translation

Widen the scope of your business by reaching to the customers all over world. ActionLiveChat offers live chat translation in almost every language to understand your customers all over the world in a better way.

Organizational Monitoring

ActionLiveChat also enables you to monitor your operators and its quality control features let you keep track of your staff's performance. It ActionLiveChat also compiles reports detailing operator activity and chat information.

Confidential and Secure

ActionLiveChat offers a secure operator client with 256 bit AES encryption to maintain confidentiality and security of your communications.

Designed as an ideal tool for small-business websites, ActionLiveChat is available a standard hosted service, so you don't have to worry about servers and databases.

Convenience

ActionLiveChat is a stand alone client that is does not require any additional components and can run on any Windows based PC. It can work on a low bandwidth also.

Fraud Detection

ActionLiveChat detects potentials and frauds according to a predefined criterion and enhances your sales efforts.

Link to Google® Maps and Microsoft® Virtual Earth®

ActionLiveChat features Visitor GEO-IP with a link to Google maps and Microsoft Virtual Earth maps

ActionLiveChat: Benefits

ActionLiveChat's complementary components are specifically configured to cater the unique marketing and sales requirements of your organization.

ActionLiveChat's proven 'proactive approach' methodology can significantly help in increasing demand and improving lead generation. ActionLiveChat equips you with proactive methods to engage potential customers using the best communication channel at the right time.

It lets you identify the behavior of the visitor and can lead you to most suitable resource for interaction and response. Moreover, ActionLiveChat can help you in significantly reducing your support costs, improve your customer services and also staff productivity.

Positive Interaction

ActionLiveChat introduces your online visitors to your support representatives initiating a personal interaction that can lead to better results in terms of conversion rates.

Engaging Conversation

ActionLiveChat proactively engages your potential customers into engaging conversation to get a better understanding of their requirements and design your offerings accordingly. Such engagements can help you in improving conversion rates and also customer retention rates.

Dynamic Support

ActionLiveChat provides real time dynamic support to your high value customers. It lets you target your visitors according to predefined sales criteria for enhancing your client value.

Cost Saving

ActionLiveChat helps you to save cost of ownership of expensive inbound call centers without compromising the services. It helps you to address any issue before it arises. On demand interaction tools add further value to your services.

Accessibility

ActionLiveChat provides easy and real time accessibility of your support staff to your customers. The customer can ignore the complex IVR systems and can reach your representatives without any waiting time.

Reduced Reaction Time

ActionLiveChat helps you in reducing the response time to queries by empowering your personnel with a comprehensive tool to provide speedy and accurate responses. ActionLiveChat's email administration solution filters all messages based on an automated rating process, discovers common inquiries and creates machine-controlled reactions according to support inquiries.

Self-Service Experience

ActionLiveChat's self-learning dynamic database offers easy access to all the relevant information to your customers. The aspect of self-service gives the required freedom to your customers and provides them with a satisfying experience.

Company Information

Aminsoft LLC is a leading developer of various productivity & utility software, helping businesses and professionals to leverage the maximum productivity from their computers.

Founded in 2001 as a development company for retail software markets firm, Aminsoft has produced a number of high-quality software for both Microsoft® Windows and Apple® Macintosh platform. Our products are sold in over 50,000 Retail stores across the globe and currently still expanding. With Aminsoft's extensive background and experience in producing retail quality software, the company achieved incredible growth in just a few short years.

Adding to our success was the launch of OutlookSync.com in 2002, an Aminsoft company devoted to developing tools for Microsoft Outlook® and provide the missing tools. Over the years we have produced some of the best selling Office Add-on Tools on the market.

The company's headquarters is centrally located in Omaha, Nebraska. Omaha is situated in center of the United States & Aminsoft's products are available through major retailers in North America as well as online.

ActionLiveChat was conceived to revolutionize Internet communication.

With the successful launch of ActionLiveChat, we are expanding our operations in order to deliver cost-effective business communication solutions to other corners of the world.

We are committed to create fully optimized, smooth online business experiences that will lead to increased sales and customer satisfaction. This is because more than ever, we respect and believe in the power of customer service and what it can do for businesses no matter where you are in the world.

Aminsoft is dedicated to delivering quality products and services to its customers.

Contact Information

17837 Englewood Circle,
Omaha, NE 68135
USA

Phone +1 402-203-4760

Sales : sales@actionlivechat.com

Support: support@actionlivechat.com

www.actionlivechat.com