

Welcome to webcomz.com, the portal for

e-Customer interaction solutions
for online businesses.

e-Security risk auditing services
for corporate assurance.



Webcomz Limited - is a communications service provider, who is committed to the development of our client's information technology strategy.

Our clients include some of the biggest names in finance, retail, telecoms, travel and high-end technology, the solutions we offer deliver a solid return on investment for secure internet, intranet and extranet communications.

Our information management services provide an end-to-end project management service, based on the client's requirements from the initial project design phase, until the final project completion.

OUR WEB BASED SOLUTIONS

Our internet communication modules are designed for all industry sectors, with a business website. All our services can be deployed onto an internet, intranet or extranet solutions.

- 24hr Self Service
- SMS
- Web Call back
- System Reporting

Webcomz internet based solutions can be seamlessly integrated into all types of websites, whether they are internet, intranet or extranet sites.

CONSULTANCY SERVICE

Our specialist consultants can provide a corporate solutions roadmap. Enabling you to understand the relationship between your online business customers, by highlighting potential return on investment, and improvements to your web site management reporting and links to transaction patterns.

Our open source development team can help integrate various types of back – end databases into our front end solutions and also provide additional bespoke development solutions.

CUSTOMER SELF SERVICE

24 HRS SELF SERVICE REDUCE CALL CENTRE COSTS



This service is designed to answer questions from your customers whilst they are online. There are many variations of the technology ranging from, a very basic look up table, a FAQ system, with a search field option, a knowledgebase with a virtual interactive assistant acting as an online representative.

KEY FEATURES

- The bot user interface can be designed in your own corporate image.
- Online Collaboration to web pages, and documents.
- Knowledge Base Questions & Answers.
- Faq data capture of questions and answers
- Online reporting
- Natural language interface uses plain English to find the information they require.
- Keyword association of answers.
- Small talk natural language to automatically answer questions.
- Easily escalates to callback, email or sms assistance.
- Configurable interface templates.
- Fully functional search facility.
- Frequently Asked Questions can be grouped into topics and sub-categories.

INBOUND COMMUNICATIONS

- FAQs
- Emails enquires
- Inbound Telephone calls
- Inbound faxes
- Use of Intelligent Voice Routing
- Menu driven call management



ONLINE VIRTUAL AGENT ROUTES TO ESCALATION CALLBACK BUTTON, EMAIL RESPONSE MANAGEMENT or SMS ALERTS



24 HR SELF HELP CASE STUDY

The virtual agent is recognised as the most effective way to reduce the burden on a contact centre, as well as a way to improve customer conversion income. Our case study indicates current functional examples of the virtual interactive agent.

For an example of the virtual agent, visit www.ikea.co.uk (click on the 'HELP CENTRE' link on the homepage).

An active user of this technology **Cahoot** recently wrote 'THE ANY QUESTION' tool *has been in operation for six months*. In that time we have seen an accurate immediate answer rate of approximately 70% and it has reduced contacts by between 250 and 550 emails/calls per day. Customer feedback has been extremely positive regarding this flexible tool that allows you to accurately and quickly answer a significant number of customer queries.' Having replaced all of the search and FAQ pages with this system, further development will see Cahoot using the technology for internal training across the Intranet. To view the solution in action visit: www.cahoot.com and use the 'any questions' link top right of the homepage.

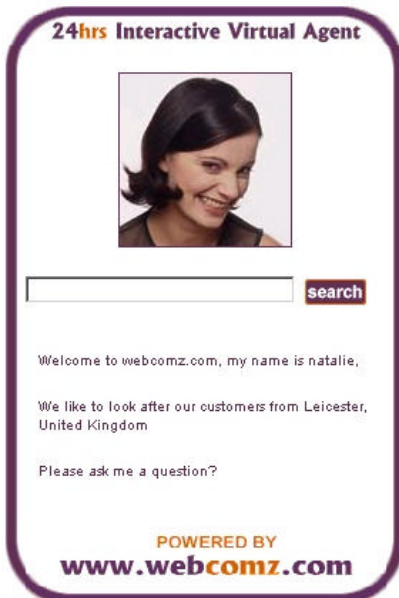
To see the technology on the **Lloyds TSB** websites visit: www.screentrade.co.uk or www.insurance.co.uk where the 'Click To Use Our Online Assistant' link can be found on the right of the homepage. The solution recognises where visitors are located, and gives appropriate answers based on this information.

The natural language dialogue and context recognition, allows for interaction not dissimilar to communicating with a real person. The administration (updating the system with new information) is simple and accessible from a secure web login.

VIRTUAL AGENT KEY FEATURES

The self help agent is an online virtual helper, as a customer service advisor who could also be used to identify cross and up sell opportunities, or even be downloadable as a desktop icon for regular customers, reminding them of special offers/events.

This technology can be integrated with SMS. Acting as a reminder service. If deployed as an SMS chat service, this would add another revenue stream to participating organisations.



- Webcomz virtual interactive agent (Lingubots™) allows customers to instantly get an answer to questions in natural language, 24 hours a day in a simple, quick and unbelievably economical manner.
- Our virtual Agent significantly reduces the average agent costs when providing customer service – the **Virtual Agent** can answer the majority of the frequently asked questions.
- Natural language interface uses plain English to find the information they require.
- Conversational-based interaction allows the Virtual Agent to hold the context of the conversation, emulating the way humans interact with each other.
- The virtual agent strengthens web site brand awareness and improves site stickiness by engaging users in an interactive community with great (viral marketing opportunities).
- The constantly evolving core language rules ensure new words, phrases and emerging ways of communicating are recognised with minimum effort.

- The multilingual capability - in Languages such as; English, German, Spanish, Swedish, Italian, Polish, Greek and Catalan currently available.
- The solution is a fully open-source data base which can be integrated to third party tools and applications.
- This solution allows conversational transcript logging, with fully bespoke online/offline reporting using existing or third-party tools, leveraging existing investments and reducing costs

CALLBACK AS A ROUTE TO ESCALATION TO CALL CENTRE AGENTS

This is a service that allows visitors to your website to initiate a free call from your organisation to themselves.

It can also be deployed on digital television, WAP, within an email link and banner advert campaigns, or even as a time specific alert, for example, to inform a customer that a service or product is now available.

Customers use the technology in a number of ways, but predominantly as an escalation from within a process such as an online registration, or on pages where web analysis indicates a high drop off rate.

This service can be integrated into the knowledge bot as a direct route for visitors to make a call to the call centre.



WEB CALLBACK SERVICE

Call-back also works effectively within email and banner campaigns, increasing your ability to track where callers are coming from, or where they were prior to using the service. This is useful information for improving your web presence, or monitoring the success of a campaign.

Furthermore by knowing where customers were at the point of use, or just prior to that, you are getting previously unavailable information simply by presenting a telephone number, If you use the same number offline, distinguishing calls that are generated from the web, as opposed to those from your general marketing and advertising number can be impossible to call-back but can, overcomes this obstacle.

Management information is available online, giving you control of some important parameters, such as out of hours routing, call barring, and call routing.

FREEPHONE LIVE WEB CALL BACK



Web call back can be deployed onto internet, intranet or extranet web sites, which can help improve:

- Site visitors direct voice communication
- Taking orders / Confirming bookings
- Secure credit card transactions
- Building customer relationships
- Re-route inbound customer service agents telephone calls.

Webcomz Call back service allows visitors to your web site to establish voice contact with your representatives - instantly for free. Placing Call-backs buttons in strategic positions on your website you will ensure that they have easy, rapid access to your Customer Service Agents and experts - whilst still online.

The Visitor simply presses the Call-back button and enters the telephone number on which he or she wishes to be contacted. Call-back does the rest. Within seconds or at the specified time requested, the telephone of both the visitor and the site representative rings and the voice connection is complete.

Our service is used predominantly by clients, who can see the value in providing a professional free phone service to customers, whilst at the same time managing the information flow as part of a CRM process and includes companies such as www.zerocards.com.

- **International Telephony** - Reduce the cost of calling abroad, by using Call2now to initiate the call.
- **iTV** - Used in very much the same fashion as on the web but applied to digital media.
- **Campaign Monitoring** - Advertising online can be a hit and miss affair. Flexibility allows you to switch your callback profile from one campaign to another monitoring and comparing effectiveness with ease.
- **Out Of Hours** - Better than voicemail you are able to capture important visitor information and allow them to schedule a call for when you are open.
- **International Customers** - Truly global free phone means you can select the countries from which you want to generate business, without needing to worry about multiple international numbers.
- **Callback** - The solution is easy to install cheaper than an 0800 number with call rates that are the best in the world.
- **Call-back as an escalation route** - should also be considered who can use call-back from within the application process, and clients may want to consider the service within the account opening process, where a different 0800 currently appears, this service allows customers to select a medium.

With over 1 billion text messages sent every month, SMS has proved that it is a popular and enduring communication tool.

Response rates to direct mailing campaigns are falling as consumers are overwhelmed with 'junk mail'.

Benefits of SMS as a marketing tool:-

- **Responsive** - SMS is by far the most responsive direct marketing medium available. Typically response rates are 5 times as high as direct mail.
- **Cost effective** - Sending a text message is about 80% cheaper than sending a letter - SMS marketing will slash your direct marketing costs.
- **Innovative** - SMS marketing is still a new concept to most companies, those that take advantage of it are seen as market leaders.
- **Highly targeted** - Specific customers can be targeted with offers at exactly the right time so there is no wastage

Fully Managed - Short Messaging Service Campaigns

Our SMS service is a fully managed web based solution which provides a fully scalable, two-way, end to end wireless solution for organisations of any size, who needs to communicate with prospective customers, remote staff, suppliers or anyone using a GSM mobile phone or mobile pda handheld device. Our solutions supports all GSM UK networks from orange, T-mobile, vodafone and O2.

SMS Marketing Features

- Track and log every message
- Confirmed delivery and non-delivery reports
- Integrate with email & groupware applications
- Send to one or thousands of recipients instantly
- Include personalised prefix and source address
- Flexible "Reply to" option for message responses
- Keyword responses
- Developer API integrates with any application.
- Secure user access prevents unauthorised use
- Customised senders name at the top of the text message can be changed to be a "11 characters " name



Fully Managed SMS Service

- A completely managed on-line sms text marketing system including the following elements: Bulk sms sending
- Originator setting
- Queuing & timed delivery
- Trickle™ sending
- Quick campaign feature
- 2-way incoming SMS
- SMS to e-mail alerts
- Text to win SMS
- Text voting capability
- Delivery reporting
- Message library
- Number removal feature
- Integrated on-line support



24 HR SELF SERVICES FAXBACK FORM

FAX US: ON 0870 874 6004

ALL CALLS CHARGED AT NATIONAL RATE (APPLIES IN THE UK)

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS FORM, CLIENTS WHO COMPLETE THIS FORM ARE ASSURED THAT ANY INFORMATION PROVIDED WILL ONLY BE USED BY WEBCOMZ LTD. REF-SELF SERVICE

NAME: _____

JOB TITLE: _____

COMPANY NAME: _____

CONTACT NUMBER: _____

EMAIL ADDRESS: _____

WEBSITE: URL 1 _____

URL 2 _____

URL 3 _____

URL 4 _____

Do you currently employ a design house? _____

If you answered yes to the above who is your current design house? _____

Do you have any scheduled web projects? YES NO

Project Description:

Please tick the appropriate boxes.

Now
 1 Month
 3 Months
 6 Months

} Select your planned rollout timescale.

- I would like to receive further information
- I agree to receiving phone calls from Webcomz Limited
- I would like to arrange a meeting for a demonstration
- I am not interested please remove my details from your database

NAME: _____ **SIGNED:** _____ **DATE:** _____