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CastAlive Creates Customers Through Communication and is Transforming the "Click to Talk" Market to Help Generate an Additional $3m a Minute from lost Internet Sales

CastAlive is designed to create new customers for Internet based businesses by delivering communication and marketing capabilities to any web site using powerful interactive Web 2.0 technologies. CastAlive delivers real-time chat and voice communication in minutes and enables intelligent "on demand" messaging and pro-active advertising to be deployed to maximise sales opportunities.

We all know that when we go shopping or go to buy things we talk to people so why is are most Internet shops both voice and people less? The internet is changing and millions of people are now starting to talk to each other on line. CastAlive delivers immediate feature rich customer interactivity enabling any web customer to communicate immediately with a business they need to talk to, irrespective of their personal technology.

CastAlive has in built voice and text systems. These can deliver calls from normal phones, or Internet VoIP calls, the user chooses how to call, and all calls are free. In addition, a web site can be populated with intelligent pro-active push ups that ask customers if they need any help if they have been browsing a particular page for a long time, and the push up is embedded with all the CastAlive communication options. The pro-active advertising can be extended further with special offers, or call to actions, all designed to encourage customers to communicate with sales agents. CastAlive can also deliver handle broadcasts on video and audio messaging, currently its networks covers consumers who have opted in to a range of preference groups from over 200 countries.

CastAlive is part of the Voice Commerce Group Engage Platform, and Nick Ogden, President, commented "Increasingly we need to talk when we are on-line. All of us know how many times we have visited websites and have been unable to find what we are looking for and have then submitted an email, and waited for a reply that never comes. When we buy things, on-line or in the retail world we need to communicate and if we decide not to buy, or wait, because we don't have enough information to make a decision then that purchase is simply lost. CastAlive is a highly cost effective and simply to operate technology that just helps businesses sell, and enables consumers to make the best purchasing decision, at the time that they are ready to buy."

E-Commerce is worth in excess of $10000bn according to Forrester Research, and estimates by Double Click and Jupiter. Jupiter estimate that abandoned shopping carts are worth almost as much as e-commerce. Double Click estimate that 57% are abandoned and just achieving a 25% conversion of these "lost" sales equates to $3m a minute.

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For further information, or to arrange interviews, please contact Adam Riddell at Crystal Public Relations on tel. +44 (0) 1534 618613 or e-mail adam@crystalpr.co.uk

Background on Nick Ogden and Voice Commerce Group

Nick Ogden has been involved in the IT industry since 1985. In 1993, he founded Multi Media Investments Limited, a technology research and development company which launched the Internet in the Channel Islands in 1994. This led to the construction of Europe's first on-line store in October 1994 and the development of the and first bank endorsed e-commerce initiatives BarclaySquare, in 1995.

Nick founded the multi-currency processor WorldPay and led the company through its growth to over 270 employees with 20,000 customers in 120 countries and processing transactions in excess of $2bn per annum. He invented the internet payment guarantee in 2001 guaranteeing Internet transactions for consumers and businesses.

Nick was a finalist in the UK Ernst and Young Entrepreneur of the Year Award in 2000 and 2002. In 2003 Nick laid started to build the Voice Commerce Group. In 2004 Nick was selected as part of the "Internet Decade" an event organised to recognise the contribution of around 100 individuals for their input and influence on the development and growth of e-commerce and the internet in the UK over the previous ten years and was nominated for the Computer World Global IT Leaders award in 2006.

The Voice Commerce Group website can be found at www.voice-commerce.com