



Why is £2bn worth of Online Sales lost every day?

Click4Assistance is transforming the way UK online businesses are generating more leads and reducing shopping cart abandonment's. Using interactive technologies consumers can now converse in real-time through any website using text, voice or VoIP communications.

Even with large amounts of traffic companies are still asking why consumers are disappearing at the point of order and only a small percentage amount to sales. To address these issues we need to understand the differences between high-street and online stores.

One major difference is the obvious lack of sales assistants, which means small but important questions cannot be answered immediately, for example “*When can I expect delivery?*” If left unanswered this will break a sale every time, online consumers will look elsewhere before picking-up the phone or sending an email.

Gary Martin managing director of Click4Assistance commented “Imagine yourself in a high-street electrical store looking for the latest television, but nobody is willing to offer you help. Before committing to any purchase it's in our nature to have questions and concerns, why should this be different on the Internet?”

Click4Assistance is designed to bridge this gap between consumer and business, ensuring questions are addressed immediately when they arise, creating a dialogue between both parties. The proactive system even allows staff to intervene, when for example a credit card fails, or a consumer is looking at the latest offers.

Forrester Research estimates e-commerce is worth over £5000bn, Jupiter estimates the same amount is being lost due to shopping cart abandonment's. This equates to over £2bn every day and will rise over the Christmas period.

Not limited by vertical markets or whether products or services are offered, it's inevitable this type of technology will be a must have for the established online business. At the end of the day consumers will always have questions and competitors are more than happy to answer them.

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For further information please contact

Gary Martin

Click4Assistance

UK: 0845 123 5871

info@click4assistance.com

www.click4assistance.com

Background of Click4Assistance

Click4Assistance a UK based company has developed their live help software over the last three years. Demonstrated at Internet World this year, clients include some of the largest telecom providers and range from the travel industry to clothing suppliers. Currently promoted only in the UK, the business is set to move into international markets in the near future.

The feature rich .NET smart-client platform allows enhancements and integration with future technologies to be rolled out without any updates or patching, embedded technologies include real-time visitor monitoring, survey forms together with phone and VoIP integration.

Click4Assistance can be found at www.click4assistance.com

