



The Internet has gone live. Web telephony, podcasts, Internet Messenger calls—the Internet has become a communications medium for voice.

What does this mean for you? Your online customers are now familiar with voice. They like the immediacy of voice. And they're going to expect voice on the Web as a service standard.

Your online market is listening. They're waiting for your voice.

Your Web can go live with voice today. HelpCaster click-to-talk applications give you immediate deployment of enterprise-standard voice interactivity with no financial risk. That is a voice that speaks with intelligence.



HelpCaster Voice—the voice of reason

To bring live voice to your Web channel, HelpCaster gives you the intelligent choice. Flexible options, instant deployment, enterprise-standard security and reliability—HelpCaster click-to-talk Internet voice applications let you bring your Web channel to life now, with no operational, financial or IT risks.

Voice is choice—HelpCaster's flexible options

Internet Voice is a flexible medium—far more than conventional telephony. Choice for you. Choice for your customers. This is one of the most powerful benefits of the new digital communications. *Flexible service provisioning* gives both your customers and your organization friendlier, more intuitive communications in the working and living environment.

HelpCaster has engineered applications, using VoIP technology, to create a bridge between the once-silent Web universe and the world of telephony. Now, with just a click, your online visitor can speak directly from the Web page to the phone on your desk. Or through your existing network to a call centre agent. Or to a sales agent on the road through their mobile phone. Let your Web channel break out of its silent silo into the full flow of real-time customer dialogue.

PC-to-Phone and Phone-to-Phone—HelpCaster gives you two pure telephony options to connect the Web to telephone networks—PSTN, VoIP and mobile. PC-to-Phone lets your customers speak directly from their computers. It's lightning fast and takes just a click to start talking. Phone-to-Phone lets your visitor click on a Web page to connect their telephone—they specify the number—and any telephone number that you have configured. Your customer can use their own friendly and familiar telephone—the best option for users who don't have sound on their computer.

Enterprise-standard technology for your peace of mind

HelpCaster applications are hosted at an IBM colocation centre that assures you of military-grade security and reliability. Your applications are supported at the back end by a fully integrated administration and reporting capabilities. HelpCaster's click-to-talk Web voice products have been developed to integrate with HelpCaster's full suite of interactive applications with one-point administrative control and on-demand reporting engineered to the most exacting enterprise standards.

On-demand pricing for the real world

Fixed price plans can mean financial risk. You may not be able to predict call volume with a new technology. Your business may have seasonal volume spikes and troughs. We eliminate the risk of paying for unused capacity with on-demand pricing—you are charged only for the calls that come through your HelpCaster applications. And you will take advantage of industry-beating low charge rates.

PC-to-Phone—one click instant connection

With just one click your Web visitors are connected to your phone agents—directly from their browser. This is the fastest and easiest way to power your Web channel with live help. HelpCaster's PC-to-Phone delivers all the benefits of VoIP technology now, without investment in new, untried infrastructure.

From the browser to any phone

With a single click your Web visitor is immediately connected to any phone number you specify—standard PSTN line, PBX or other network, mobile telephones or VoIP connections. A simple interface gives your visitor a keypad for navigating IVR, speaker and microphone controls and a hands-free/mute option. It couldn't be simpler for your visitor to use.

And you're not limited to the Web browser. You can use HelpCaster voice applications in emails. Your recipient just clicks on an HTML link right in the email and immediately they're talking live to an agent. As a marketer, you know that the faster you can turn impulse into action the more you're going to boost your response rates.



No disruption in your operations

No new technology. No training. No disruption in your agents' workflow. A call from the Web is no different to your agents from a standard telephone call. As your Web calls flow directly into your IVR handling, your existing business rules route them just like any other call. And HelpCaster's reporting gives you the capacity for detailed analysis of your Web call traffic.

Big gains for little cost

For negligible cost and no risk, PC-to-Phone unlocks the economic gains of live Web interaction—reduced abandonment, faster service cycles, increased revenues per visitor and higher customer satisfaction. And the VoIP technology connects your customers anywhere in the world to your agents without the penalty of long-distance charges.

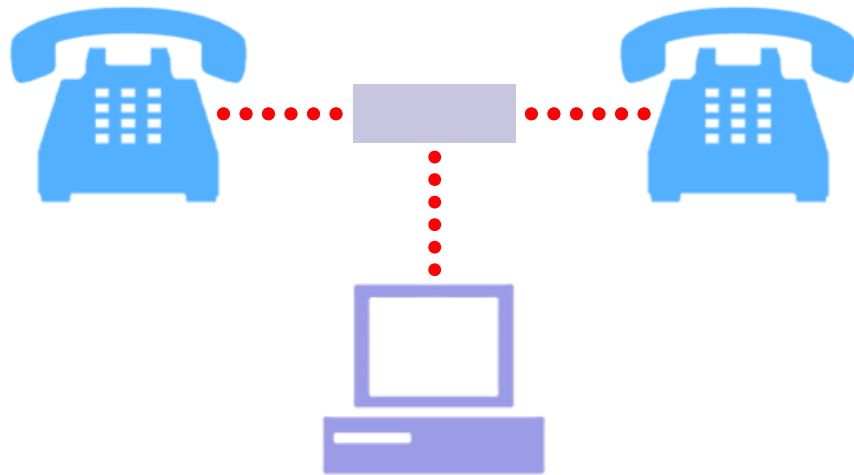
Phone-to-Phone—power of the Web, ease of the phone

Let's face it; some of your customers are more comfortable with the familiar telephone. HelpCaster's Phone to Phone is the solution. It creates a bridge between your Web channel and your telephone network. When your Web visitor clicks a link on the page, a pop-up window asks for their phone number. Then, in moments the customer's phone rings. Once picked up it is connected to your agents.

Applying your business rules

You can direct the link to any telephone, including your IVR, ACD systems or voice-activated automated systems. So customers from your Web channel can integrate into your telephony routing structure.

Phone-to-Phone connects to PSTN, VoIP and wireless telephones. Customers occupying a line with a dial-up connection can request a call to a second line or their mobile telephone



A complete interactivity solution

Phone-to-Phone can be used as a standalone contact solution or used in conjunction with any of HelpCaster's full range of interactive applications. All of these products are controlled through LiveConsole™—HelpCaster's integrated administration and reporting facility. You can grow your Web channel interactivity to suit your needs—with self-serve search, voice, chat, multimedia conferencing—and you'll always have HelpCaster's single point of control and reporting.

Try it now!
Navigate to
<http://helpcaster.ca>
and try it live.

HelpCaster®
Interactivity on Demand

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