



What is it?

Live email boosts campaign success rates

The email recipient is interested and wants to know more. They click on an HTML link right in the email and immediately they're talking live to an agent. As a marketer, you know the value of turning impulse into action. You recognize how live email can boost your response rates.

How it works

LiveResponse lets you create any number of HTML links that connect an email to any telephone number you specify. Just click the link to connect. Emails can be linked to a corporate IVR, a mobile agent on the road, any phone anywhere. When the email recipient clicks a link, they're instantly connected. Each link has tracker codes that generate detailed metrics for any mailing.

Proven interactive technology

LiveResponse gives you two applications. PC-to-Phone lets the email recipient speak directly from their computer to your phone. With Phone-to-Phone, a click in an email rings the recipient's telephone and connects it to the destination number. You can use one or both applications.

A new stream of revenues

LiveResponse reporting gives you complete analytics on-demand, including completed call volume for any specified period. Call data can be easily exported for client invoicing. You provide powerful sales generation for your clients, while you create a new source of billable revenues.

HelpCaster®
Interactivity on demand

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Who is it for?

Designed for high efficiency email production

If you produce a high volume of email and would like a simple but powerful tool to add live interactivity, LiveResponse has been designed for you. If you are a direct marketing agency executing emailings for a number of clients, you can produce unique click-to-call links for individual clients, address lists, creative iterations, products—whatever your strategy demands.

LinkTracker—high-precision analytics

As a direct marketer, you use feedback metrics to hit strategic targets with unequalled accuracy. LiveResponse lets you deploy interactivity with the analytical precision that you demand. LinkTracker lets you embed unique identifiers into every link that you create. LiveResponse's Tracker technology lets you attach multiple identifiers to cross-index your data—for example by list and specific product.

Comprehensive reporting at any time

On-demand reporting gives you comprehensive data at any time on calls generated by any mailings. At your fingertips you can retrieve such vital data as LinkTracker origination, caller's ISP, city, region and area code of the IP address, date and time of the call, etc. On-demand reporting lets you monitor campaign performance in real time. In addition, you can serve every caller online surveys with the LivePolls feature to measure, for example, satisfaction levels at the point of customer contact.

Beyond email

In addition to email, LiveResponse HTML links can be easily embedded in Web pages with the same click-to-call immediacy. When used in banner ads, online advertising takes on new persuasive power. If you handle Web development in addition to email marketing for your clients, LiveResponse equips you with powerful new possibilities for orchestrating interactive multichannel marketing campaigns.



How much does it cost?

Priced to suit your business

Each call generated by any link you create counts as a session unit. You can choose three price plans to suit the size of your business:

Standard: up to 5,000 minutes per month

Pro User: up to 10,000 minutes per month

Hi-Pro User: up to 25,000 minutes per month

Set-up and training

A small initial fee is charged to set-up your account and to provide a half-day online training session. This is a one-time only charge.

Long-distance charges

Voice sessions take advantage of HelpCaster's VoIP carrier relationships to minimize call charges. Some long distance calls may incur additional charges—check with a HelpCaster sales agent for international calling zones. If call volumes warrant, a gateway can be installed on customer premises or in their local dialing area to further reduce cost.

Itemized session reports

Many LiveResponse users mark up completed calls generated by their clients' links. LiveResponse reporting makes it easy to identify call sessions by client or by mailing for any period. Session data can be retrieved in XML format allowing easy exporting for billing.

Terms that afford you minimal risk

The standard LiveReach contract is for one year, but a 90-day mutual termination clause has been included to relieve you of any significant risks if you are not completely satisfied with the power of live interaction with LiveReach.



How do you get it?

A no-risk hosted application

LiveResponse is a hosted Web application. That means no software or equipment purchase. LiveResponse lets you take full advantage of on-demand economies; if you don't find it useful, just discontinue your plan. There is virtually no risk in using LiveResponse.

The LiveResponse package

The heart of LiveResponse is a powerful toolbox called LiveConsole. It gives you a single point of administration for complete interactivity management. Create, edit, test and delete as many links as you like for both PC-to-Phone and Phone-to-Phone. Create tracking codes. And create reports at any time with a click of the mouse. LiveResponse is easy to use, but we give you a half-day live online training session to answer all your questions. A comprehensive service agreement stands behind the quality of LiveResponse technology.

Options in a changing world

HelpCaster's interactivity labs have created a full spectrum of IP communications applications in addition to PC-to-Phone and Phone-to-Phone that are standard with LiveResponse. Text chat, voice & video, call-back, full collaboration and automated knowledge base search are all available now and can be added as modules at any time to your LiveResponse package. As VoIP and the Web continue to converge, LiveResponse modular flexibility will always equip you with leadership technology for compelling, effective communications.

Getting started

It's easy to get up and running with LiveResponse; the only requirements are Windows-based PC's with an Internet connection, running Internet Explorer 6.0+ browsers. An initial charge will cover set-up of your account. You will be emailed log-in information and your password. Enter this information online and you will be live. It's that easy. You can schedule online training as needed. To start your LiveResponse account contact Sales at +1 416-572-2456.