

The banner features the WebTalk logo in white on a blue background. Below the logo is the text "Put a live sales agent on your eCommerce site". To the right, there are three circular icons: a telephone, a laptop, and another telephone, connected by a dotted line. At the bottom, there is a navigation bar with four white buttons on a blue background: "What is it?", "Who is it for?", "How much is it?", and "How do you get it?".

What is it?

Puts a live salesperson on your Web page

"Products don't sell; people do." This timeless salesperson's advice points out the missing link in eCommerce—the human touch. Effective selling will always depend on techniques that can only come from experience and intuition. Ask yourself if your eCommerce channel can convert shopper interest into sales with these basic skills of effective selling:

- Understanding buyer motivation and pitching to emotional factors
- Assessing needs to lead customers to products they are ready to buy
- Giving product knowledge not product information
- Handling objections on the spot
- Creating warm human relationships to tip the sale and build future loyalty
- Closing techniques to clinch a sale

HelpCaster's WebTalk turns your eCommerce site into a living store, where your customers and your salespeople can talk live, in real time. Forget virtual; let's get real.

How does it work?

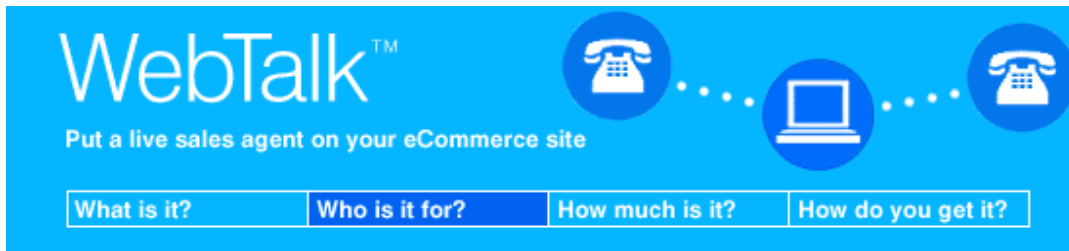
When your Web customer wants to speak to a salesperson, they just click a help link on the page. Up pops a mini-window; in seconds they're speaking to your agents through your telephone network. You can offer your customer the choice of speaking directly through their computer or automatically connecting to any telephone of their choice. WebTalk breaks through the Web's wall of silence and integrates your Web channel into your mainstream business process.

Doing business in a 24 hour Web universe

You also get WebTalk Callback so you won't lose calls and business in the 24 hour shopping of the Web. If a Web customer wants to speak to a sales agent out of hours, WebTalk's Callback asks their number and a convenient time for your agent to telephone. Callback automatically converts time zones and distributes callback requests to your agents at just the right time to reach the customer.

HelpCaster®
Interactivity on demand

HelpCaster Technologies Inc., 161 Bay Street, Toronto, Ontario M5J 2S1, Canada Tel: +1 416.410.5446 info@helpcaster.com



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WebTalk™
Put a live sales agent on your eCommerce site

What is it? Who is it for? How much is it? How do you get it?

Who is it for?

Self-service or live full service?

The Web gives you two powerful tools for eCommerce—automated self-service for your customers, which eliminates the human cost for you. And with HelpCaster's WebTalk, now you can put live human presence back into the Web with live interactivity. How do you make the business decision to choose which is right for you?

Measure Cost of Service against Value of Sale

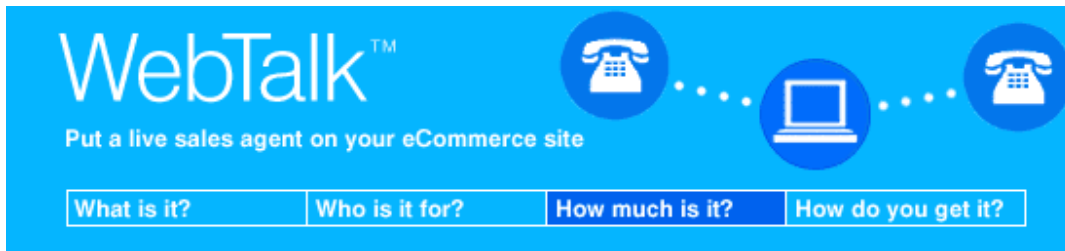
If you're selling music downloads for pennies you probably won't offer live sales support. If you're offering \$500 digital cameras, the cost of an agent's time to secure a sale is an easy ROI. And you know that a customer's value increases as they get closer to conversion. So you might offer self-serve to casual browsers on your home page, but live sales support at the shopping cart.

Recover lost sales and boost your top line

Industry research reports online shopping cart abandonment rates of 70%. Suppose you are turning over \$1 million in online sales but have an abandonment rate of 50%. Your potential revenues before abandonment would be \$2 million. Every 1% abandonment, then, costs you \$20,000. If a live sales agent could make a 10% improvement, you would see a top line increase of \$200,000. Build a similar scenario for your business, and ask yourself if it would justify live interaction.

Transactions or relationships?

If your online business is simple price point merchandising, the sales focus may be immediate—complete the transaction and move on. But if you're looking for lifetime customer value, if you want to draw your customer into your other lines of business, or if you simply want a competitive edge in industries where personal service is decisive, WebTalk will let you develop loyal relationships within your Web channel.



How much does it cost?

Priced to suit your business

Pay only for what you use—WebTalk's on-demand pricing is based on the financial logic of eCommerce. It aligns cost with value; you know exactly where you stand at all times in performance terms. You are charged only for call sessions; you're not tied to inflexible seat charges or licence fees.

Here's what you get with WebTalk:

- Click-to-talk Web VoIP applications: Phone-to-Phone or PC-to-Phone. Use both or either.
- PC-to-PC live chat with powerful queuing engine, customizable to your business rules
- Callback with automated time zone adjustment and powerful queuing engine
- LiveConsole™—single point of administrative control for all applications, queuing and agents
- LiveReports™—HelpCaster's powerful real-time reports generator with customizable parameters

Set-up and training

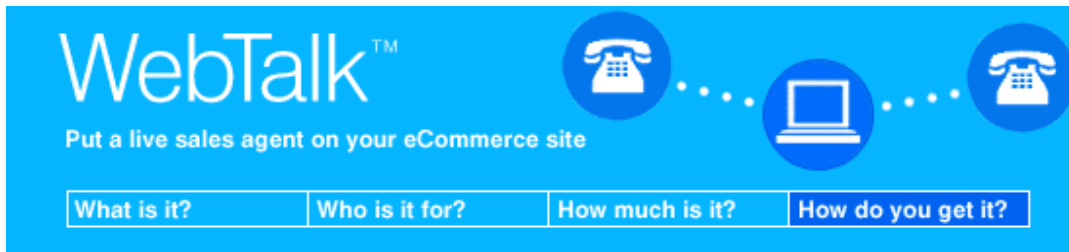
A small initial fee is charged to set-up your account and to provide a half-day online training session. This is a one-time only charge.

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.

Terms that afford you minimal risk

The standard WebTalk contract is for one year, but a 90-day mutual termination clause has been included to eliminate risk if you are not completely satisfied with the power of live interaction with WebTalk for your eCommerce site.



How do you get it?

Implementing WebTalk quickly and easily

WebTalk is a hosted solution. That means no software or equipment purchase. There are no technical requirements for dedicated telephony agents; agents using callback queuing and administrators need only Window-based PC's with an Internet connection, running Internet Explorer 6.0+. To get started, we just take your billing information and supply you with a password. It's all implemented over the Web. In principle, you can be up and running in a day or so; in practice, you may want to spend some preliminary time planning the best use of placing your links and learning to use the power of WebTalk's queuing features.

Voice applications use your own phone network

WebTalk's Click-to-call applications are the easiest to implement, because they piggyback on your existing telephony infrastructure. Whether you use a simple deskphone or advanced call handling and queuing, a call from the Web comes into your system exactly as any other telephone call. There is no need for new equipment or training for your agents.

Learn to use the powerful features of Chat and Callback

If you plan to use Chat or Callback, take advantage of WebTalk's training, included in the package. A half-day live session, over fully interactive Web conferencing technology, will lead your administrators and agents through all of the advanced features available—customization, queuing, business rules and more.

Getting started

An small initial charge will cover set-up of your account. You'll be emailed log-in information and your password. Once you log in, you'll be live. It's that easy. You can schedule online training at your convenience. To start your WebTalk account contact Sales at +1 416-572-2456.

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