

# Simplifying Click-to-Call

By: Eric Klein, Karen Arbel

Change is an inexorable force. What was once impossible to even conceive of slowly becomes normal or even obsolete. Consider that 30 years ago, the main channel for advertising was newspapers and broadcast media such as radio and television. Today, it has moved to web and mobile.

Yet the goal remains the same: to make it easier for your prospects to become your customers.

To borrow from an old TV program (and now movie series): Your mission, should you choose to accept it, is to enable your customers to reach you.



## Why use Click-to-Call?

Data! it's all around us, flooding our senses and our mental capacity. The average person is capable of spending no more than 25 seconds reading a text online before rapidly seeking a call to action. In most cases, when your customer visits your website, specifically when he or she is seeking to obtain information or make a purchase, they want to converse with a human being.

Click-to-call is an easy way for your customers to contact your sales or care agents directly from your website.

Studies show that 35 to 50 percent of customer sales will go to the first business that responds to their inquiry. Research also shows that if there is as little as a five-minute delay, that prospective customer is 25 percent less likely to buy. So, enabling them to connect while they are interested should increase your sales conversions. When you capture leads when they are still warm, you increase your ability to convert them into a customer.

But how exactly you do it can affect your success.

## What is Click-to-Call?

At its most basic, click-to-call is the ability of a customer or prospect to initiate a call from a website or application. In reality, this functionality can be implemented in one of several ways that enable a customer to speak with an agent.

Let's look at this basic scenario: a prospective customer goes to your website and sees the "Click to Call Us" button. They click it.

Is the click sending the client to call your business via their phone dialer? Is it having your call center call the client back? Actually, it could be either of these, which is why this is so confusing.

Now how this will actually work depends on two things:

- How Click-to-Call is set up on the website
- What device the customer is using when they click (smartphone, computer or table)

Traditionally, these work out to:

- **Smartphone:** Click to call (built-in phone calling)
- **Computer or tablet:** Click to call back (no built-in phone capabilities)

Let's see how each option works and how to enable optimal click-to-call functionality.



Figure 1: Click-to-Call call flow

## Defining Click-to-Call

Click to Call (see Figure 1 - above) is usually a widget on a website. When activated, it uses the customer's mobile device to make an outgoing call to the call center without the person having to input the number by hand. If they view it from a computer, they will usually see the phone number that they should call.

### Pros of Click-to-Call

There are two primary benefits of using click-to-call. The first is that these days, more than half the time people are browsing via a mobile device, and 70 percent of those mobile searches can result in a click-to-call over the cellular network. So, this works best for the mobile-first users. The second is that this means that the prospect can call and immediately reach you while they are still engaged and interested in your product.

### Cons

On the other hand, the major drawback is that it only works on a smartphone. Click-to-call will not work on a laptop, tablet or any gadget that does not have an outgoing call line built in. Additionally, it requires multiple phone numbers and call minutes to serve many customers, resulting in high costs to the company. If the prospective customer is in a different country, they pay international rates for the call.

If the customer is making the call from the native dialer, you lose all analytical data and call context. Obviously, if they are not on a smartphone, the customer will need to use a second device to dial the number and call, and that may discourage them from calling at all.

## Click-to-Call Back

Click-to-call Back (Figure 2, below) is a widget that will allow the customer to leave their phone number with your call center. The call center then calls the prospective customer back.



Figure 2: Click-to-Call Back call flow

### Pros of Click-to-Call Back

There are two major pros for click-to-call back. The first is that you, the call center, set the timing of return phone calls. Thus, you can limit the calls to working hours, which allows you to manage the call center time better. The second is that, by definition, you have the customer's phone number for future interactions.

## Cons

This can end up costing you sales, as prospects lose interest really quickly. Get back to them an hour later and they may no longer be interested. If you're calling back a day, later they will not know who you are or why you are calling. If no agents are available when the form was submitted, or it was submitted during off-hours, the customer may forget that he even filled the form, which means wasted funds on calls. To make matters worse, people generally dislike leaving phone numbers with call companies, so again you may never even know you lost them.

From the operational side, this will require multiple call minutes to serve many customers, which can be costly. If the company is global, international calling rates will apply.

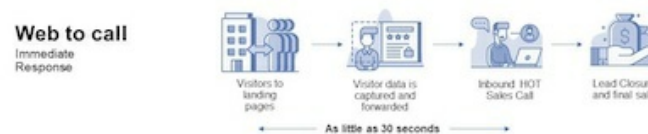


Figure 3: Web-to-Call call flow

## Introducing Web-to-Call

Web-to-call (Figure 3, above) takes a different approach to communicating with the customer. Since the introduction of WebRTC technologies, modern browsers such as Chrome, Firefox and Chromium are capable of handling multimedia streams and access to microphones and speakers. This opens the possibility of using the browser as a communications tool, providing a means of direct communication.

## Why Web-to-Call?

It's simple: Web-to-Call provides data and context. Tools such as Google Analytics, Google Tag Manager, and others provide us with robust insight into how customers use our websites. You are able to track and 'paint' customers and visitors to analyze their usage pattern, assign tracking codes to them and optimize their customer experience. By enabling similar functionality for voice calls, you enable new insights into usage. Perhaps most importantly, these new insights enrich your understanding of your sales and help you accelerate them.

Let's put this idea into play. Imagine that you're browsing your favorite online retailer and you have a question regarding a product. Now, imagine that you were able to click on the product and initiate the call. When the agent on the other side picks up, he already knows who you are and what product you would like to talk about. Implementing the above using Click-to-Call will require multiple phone numbers, one or more for each product, depending on the analytical level. In other words, it would be a costly experience. With Web-to-Call, the process is seamless and economically sensible.

## Pros of Web-to-Call

Web-to-Call has all the advantages of Click-to-Call, and it works for both mobile phones and laptop users even if they don't have a calling option. This means that the prospect can call and immediately reach you while they are still engaged and interested in your product.

By keeping the call in the data channel, you [keep the context](#) about why they called, which page they came from, what ad they used to get to the page, or any other information that the webpage knows about the prospective customer, all without the need for costly synchronization solutions..

And best of all, it can support calls into your existing phone system, or to a regular landline or mobile number (of course, additional costs may apply).



## Savvier solution

As you can see, there are various options for how you can provide the support your customers are seeking as they considering buying your product or service. It is imperative that you enable your prospects to contact you and become customers. Otherwise, your sales efforts fall flat.

As technology progresses, the savviest businesses are scanning the marketing for new solutions to persistent challenges. A solution that supports smartphone, laptop and tablet users and enhances the customer experience holds promise.