



Introducing



your all-in-one support solution

10 great **benefits**

- maximize sales opportunities
- reduce operating costs
- solution for any-sized business
- increase service capacity
- service from anywhere
- easy supervision
- easy administration
- comprehensive reports
- easy web site integration
- no installations



MAKE A STATEMENT TO YOUR CUSTOMERS

It's time you get acquainted with the new solution in customer support. HelpReach bridges the gap between you and your customers by harnessing the power of the Internet. Who will answer your customers question first? You or your competitor? Impact the customers experience at your company website - now. Give your customers instant access to your sales or customer service operators. Expand your sales capacity by answering questions at that critical purchasing decision moment. Increase customer loyalty by answering that question when your customer needs you. Set your company apart from the competition. Anyone can respond to a customer's needs on their own timetable. Set your company forever apart from the competition. Give the customer an incredible service experience with HelpReach.

REAL-TIME SOLUTIONS TO REAL CUSTOMERS

HelpReach offers the best possible combination of web site integration (yours) and scalable outsourced support hosting (ours). You simply integrate a link through your site in strategic places to offer your Web site visitors the opportunity to receive immediate support from a live representative through the web. This link can be one that we have created, graphically integrated into your site, or simply a text link. We provide the appropriate code, you simply place it in your site.

Your service representatives will be ready to receive requests by running a small browser window on their computer. You can have one or as many "operators" as you like at the ready position depending on your needs. When a visitor requests support, your operators are notified and by a click of the mouse receive the call. Operators read questions from the visitor and either types answers or choose from a collection of frequent responses or "canned answers" to automatically reply.

Even if your operators are not online, your HelpReach service automatically knows and takes care of your customers by offering Frequently Asked Questions and/or email support.



T o o l s , P o w e r , I m p a c t , S u c c e s s

WHAT TO DO NEXT

1

LEARN MORE ABOUT HELPREACH

Review the following 3 pages to familiarize yourself with the HelpReach product and see a "Live Product Demonstration" by visiting HelpReach.com

2

CONTACT A HELPREACH SALES REPRESENTATIVE

HelpReach has friendly representatives waiting to assist your company with its on-line customer service needs. Please contact a Healpreach sales or service assistance through our Website or using the number below.

HELPREACH.COM

374 East 720 South

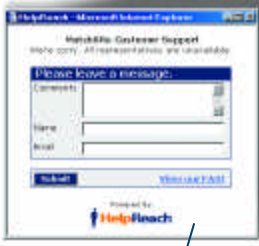
Orem, Utah 84058

Phone (801) 221-0695 Fax (801) 221-0696

the customer experience

PROMINENTLY DISPLAYED SUPPORT

With HelpReach live support icons prominently displayed throughout your site, visitors immediately gain an increased sense of security. Easy to find support insures better sales success by allowing the customer to get support immediately, during the sales process.



OFFLINE SUPPORT

If you are not providing 24 hour support, or are not available for any reason, your customer continues to receive online support through an email contact form. This simple, friendly form allows the customer to enter their question and receive a speedy response from your support staff.

WELCOME SCREEN

Your customer is immediately greeted with a welcome screen requesting a screen name to use during the chat. The personal touch of seeing their name in the chat generates familiarity ease-of-mind for the customer.



EMAIL IS REQUESTED

HelpReach offers the customer the option to receive a copy of the transcript from the chat. This feature insures the customer a documented experience, but also allows the site owner to gather email contact information in a non-invasive manner.

ESTABLISHING CONTACT

While your service representative is notified of the service request, the customer is provided with a progress message. When your representative answers quickly, this message only appears for a few moments.

SERVICE EXPERIENCE

When the chat is connected between the customer and representative, questions are asked and answers are given. The customer receives timely and accurate answers to their questions, insuring a satisfying experience, and likely more sales for your site.

CHAT TRANSCRIPT RECEIVED BY EMAIL

Your customer will be amazed at the speed they receive a transcript of the live support they just experienced. By receiving a and email copy of the transcript, the client can refer to the answer in the future and feel a sense of the site's commitment to quality assurance in customer support.

customer benefits

- timely support
- non-invasive experience
- hassle-free support option
- no long-distance calling
- stay online (no disconnecting)
- no waiting on hold forever
- immediate help during purchase
- copy of support transcript
- support with privacy
- enjoy new technological solution

the operator experience

LAUNCHPAD

The LaunchPad is the central tool for each operator. When a support representative opens a LaunchPad window, they indicate to the system they are ready to receive calls. As long as one operator is online, you can accept support requests.

FREQUENT RESPONSES

The LaunchPad also features Frequent Responses to common questions.

These responses are pre-written and can be utilized in any chat through a simple two click process. This amazing time-saving tool allows for quicker responses and less typing.

NEW REQUEST ALERT

When a new service chat is requested, an operator receives an optional notification window. This handy option allows the LaunchPad to be in the background of other work on the computer without risk of missing a call.

SERVICE EXPERIENCE

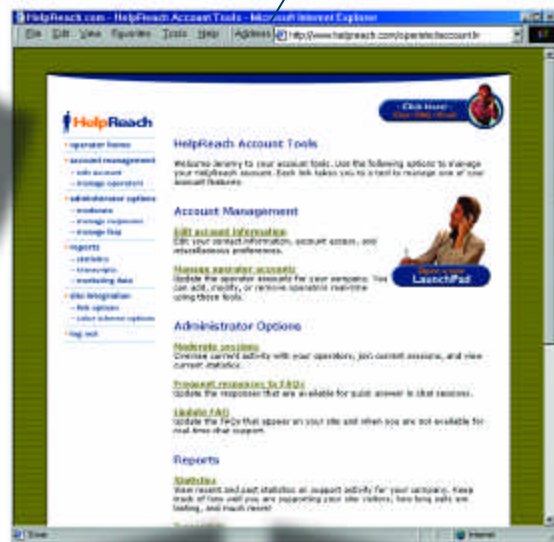
When the operator has accepted a chat request, the customer can ask their questions and the operator provides answers, either individually written or from the frequent responses. Because of the HelpReach efficiency, operators can typically handle up to four support chats at once.

CHAT TRANSCRIPTS

Operators also have the ability to look up and review chat transcripts through handy administrative tools. The transcript also includes valuable technical information about the customer's browser, operating system, and internet connection.

ACCOUNT TOOLS

Your company and individual operators have many tools available to help in the HelpReach support solution. The Account Tools page provides links and brief explanations for each tool for easy access. The LaunchPad is typically established from this page.



STATISTICS AND MANY OTHER TOOLS

Operators and site owners also have many other tools available in the HelpReach support solution. View statistics and marketing data by operator or for an entire company. Customize the color scheme for your chat window, grab code to include in your site to activate HelpReach, moderate sessions, and much more!

operator benefits

- handle multiple calls
- big personnel savings
- maximize sales potential
- fewer phone lines (or none!)
- large company appearance
- quality assurance tools
- utilize modern technology
- impress customers
- extensive reporting
- gather valuable marketing data



MULTI-CALL HANDLING

Save both time and money with our multi-call handling feature. Operators can handle multiple inbound support requests at one time.

EASY WEB SITE INTEGRATION

There is no complicated software to install in any aspect of HelpReach. No server software. No agent software. And, most importantly, no software for your site visitor to install. To make HelpReach available on your site, you simply add a link to your site with an optional graphic. It's as easy as that.

SUPPORT ANYWHERE

Our servers are online 24 hours a day and 7 days a week to provide your company with un-compromised service.

FREQUENT RESPONSE HANDLING

In almost every customer service situation, you are dealing with similar questions in each inquiry. Save time and allow your representatives to deal with multiple calls by using pre-written answers. Your representative can copy the answer they would like to use to the call in progress, and even modify it before sending it to the user.

CALL DISTRIBUTION BETWEEN CSRs

If you're a company that needs more than one agent managing your support, our system allows for easy distribution between agents. As each agent is able to take on another call, they can click the accept call button on their LaunchPad. Each agent can accept as many simultaneous calls as they feel they can handle.

NO INSTALLATIONS

You can utilize our powerful ASP technology in no time. There are no platform problems, hard to read manuals, downloads, and no installations.

SCALABILITY

Is your business expanding? The HelpReach Live Chat Suite is 100% scalable to meet the needs of our clients. With one simple request our clients can add users to manage their needs.

SUPERVISOR CHAT MONITORING

All chats have a unique chat id that allows supervisors or other office personnel to join particular chats if required.

COMPREHENSIVE REPORTING

- Easily accessible web-based reports
- Track statistics by company or individual operator
- Reports downloadable in Microsoft Excel formats
- Web-based online help (yes, we use our own products!)
- Transcript logs by operator, date, or keyword searchable

TRANSCRIPT ARCHIVES

All chats are archived for future reference. Operators can even use the pre-determined responses to frequently ask questions to allow better service. We host - no impact on your hosting bandwidth

MAXIMIZE CUSTOMER SERVICE CAPABILITY

The HelpReach Live Chat Suite will allow you to provide your customers with 24/7 assistance. When operators are available, your customers have the option to chat, search the FAQ Engine or e-mail you. During off hours, customers will get their questions answered through regular e-mail or by using the FAQ Engine.

REDUCE OPERATING COSTS

HelpReach's Live Chat Suite and FAQ Engine allows you to provide answers to customers' routine inquiries. Your operators will spend less time dealing with minor concerns and spend more time answering questions that require a human touch.

LARGE-BUSINESS SOLUTION FOR ANY-SIZED BUSINESS

HelpReach Live Chat Suite and FAQ Engine enables you to offer effective online sales and service solutions to your customers, regardless of your size. Business is changing at high speeds and our ASP technology is designed to keep up with those changes and provide constant solutions as your online business grows.

REALIZE NEW SALES OPPORTUNITIES

HelpReach Live Chat Suite gives you the opportunity to realize sales that you otherwise could have missed. Having a "Live" operator or sales representative on the other end of the line can help to increase conversion rates, average order sizes, and customer retention rates because your operators can answer questions and resolve issues in real-time.

INCREASE CUSTOMER LOYALTY

By interacting with your customers in real-time, you can make the difference between a one-time browser and a returning customer. A pop-up window can be programmed to automatically launch that offers proactive online interaction.

EASY SUPERVISION AND ADMINISTRATION

With newly developed technology HelpReach administrators can view a specific operator's queue and transcripts or they can view all operator queues and transcripts simultaneously. Administrators can edit the Live Chat Suite information engine through a single, intuitive interface. Chat transcripts, historical tracking and detailed operator performance reports are available to assist administrators in monitoring both customer interaction patterns and employee performance.

