

HIGHER ONLINE CONVERSION IS WITHIN YOUR REACH.

Even the most web-savvy organizations struggle with low conversion rates. In fact, according to market research firm, Omniture, the online channel as a whole suffers from a mere two percent conversion rate on average. The root cause? Abandonment. While ‘brick and mortar’ stores train sales associates to spot customers in need of assistance and engage them before they grow dissatisfied and leave, online customers who don’t find what they want right away abandon the site—or a half-filled cart—leaving your business with unrealized revenue.

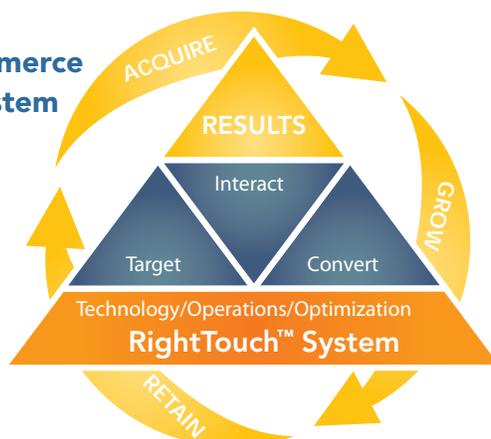
TouchCommerce helps you address—and eliminate—abandonment with an optimized, fully integrated and completely outsourced solution that enables you to engage customers at the right time, with the right messages to help increase conversions as well as order value.

Acquire, Grow and Retain Customers

Combining real-time predictive analytics with optimized live interactions, TouchCommerce replicates the in-store shopping experience in the online channel, identifying serious shoppers and providing one-on-one assistance so you can acquire, grow and retain customers at every stage of the customer lifecycle.

Plus, you don’t pay unless TouchCommerce performs. Whether it’s increased conversion rate, greater customer satisfaction, incremental lift, or increased order value that you’re looking to achieve, TouchCommerce shares in your risk—and your return on investment—with its relentless optimization and pay-for-performance model.

The TouchCommerce RightTouch System



TouchCommerce combines state-of-the-art technology, best-in-category operations and relentless optimization to driver greater results for its customers.

On average, out of 100 percent of online visitors:

- 20% intend to buy/convert during their current session
- Only 2% actually do buy/convert

TouchCommerce targets and assists this 18% of your unique visitors to increase conversion rates.¹

FORRESTER

According to a Forrester assessment, it takes only 90 days to realize a high return on investment in TouchCommerce:

- 30% increase in online revenue
- 20% increase in conversion rate
- 10% increase in ARPU/AOV

Plus, you’ll experience:

- Risk-adjusted ROI of 192% over three years
- Higher customer satisfaction scores with 88% being extremely or very satisfied



“TouchCommerce collaborates with us by optimizing delivery of their services with a high level customer satisfaction score, all underpinned by an absolute understanding and representation of our brand.”

Fiona Low
Senior Manger
Online Sales
Virgin Media

¹ Omniture, 2009.

The TouchCommerce Solution: Rigorously Tested, Continuously Optimized

Based on the company's proprietary RightTouch™ real-time visitor profiling and targeting engine, TouchCommerce delivers a rigorously tested and optimized software-as-a-service (SaaS) solution that puts you intimately in touch with your online customers across the entire customer lifecycle. Whether you want to acquire, grow or retain customers, TouchCommerce is your single source platform to improve customer experience and eliminate abandonment across your entire online channel.

RightTouch works by precisely targeting the customers who require assistance to convert—based on your specific goals and objectives. After first conducting deep due diligence into your site data and helping you establish clear metrics, TouchCommerce then implements the RightTouch solution precisely tuned to your needs.

And we don't stop there. From pilot phase to implementation to expansion, TouchCommerce continuously reviews analytics and evaluates metrics to give you the highly optimized solution you require.

The TouchCommerce Three-Step Process Generates Results

With its three-step process, TouchCommerce enables you to make conversion-critical determinations for online customers in real time.

- **TARGET** TouchCommerce collects, analyzes and applies key finding from multiple data sources to intelligently engage the right customer—the potential or existing customer who is at risk of abandoning your site.
- **INTERACT** TouchCommerce helps at-risk customers resolve their issue via highly personalized, relevant conversations in the manner that best suits their needs—live chat, click-to-call-back, and other technologies. Thanks to its intelligent solution, TouchCommerce also allows self-serve customers to continue their transaction without interruption if they desire.
- **CONVERT** TouchCommerce helps convert the visitor to a paying customer, enabling you to realize the revenue and the customer to experience a high level of customer satisfaction.

TouchCommerce Cures Abandonment

From the first day of your pilot program, TouchCommerce helps you experience a significant increase in online conversions and reduced abandonment.

CALL US AT 818.575.2100 or visit us at www.touchcommerce.com today to see how TouchCommerce can help you take control of your entire online channel—and drive conversions.



"Having TouchCommerce provide us with survey data gives us invaluable "voice of the customer" feedback. This information is critical in helping us stay on target in meeting the fitness needs of our market."

Bill Quinn
Vice President
24hourfitness.com



"We have definitely seen an increase in conversions and sales while working with TouchCommerce. And TouchCommerce's incrementality reporting demonstrates the value they bring through the additional sales we would not have realized otherwise."

Nicolas Vion
Online ADSL sales
SFR



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