

Call Back Request

Call Back Request is a cost effective solution that allows visitors to a website to request a direct call back by simply clicking on a button or link and submitting their contact details and the time they would like a call back on a pop-up form.

Communicating effectively with customers is essential for any successful business with an online presence. Finding new ways to enhance the customer experience is crucial to help drive usage, encourage loyalty and repeat business, stand out from the crowd and increase conversion rates.

Compatible with most HTML and flash websites, Call Back Request can be branded and integrated into existing websites, email signatures and banners.

Call Back Request offers a number of benefits:

- **Flexibility:** website visitors can request a call back at a time convenient to them.
- **Assist sales:** convert more enquiries into sales.
- **Low cost:** Call Back Request is hosted and operated within Invomo's switch network, so there is no need for major capital expenditure or resource.
- **Data capture:** gain information about visitors to your website and build a database of prospective customers.
- **Reporting:** response levels and leads generated can be tracked and monitored online.



Adrian Flux is one of the UK's largest specialist motor insurance providers. Keen to ensure they were using all available channels to generate sales enquiries Adrian Flux deployed Call Back Request. Since the application was integrated into their website in 2006, Adrian Flux have seen a steady stream of business and are now able to track potential customers more closely.

"We pride ourselves on the excellent service we provide and are dedicated to achieving the highest levels of customer satisfaction. Invomo have played a crucial role in helping us achieve this. Call Back Request allows prospective customers to request a call back at a convenient time for them. We like to go the extra mile, and Call Back Request has helped us do this. The support we get from Invomo has been second to none, and we look forward to continuing working with them on further enhancing the service we offer our customers."

Elliot Drew, Systems Support Manager, Adrian Flux.



Invomo's hosted applications and services can transform phone-based communications- whether landline or mobile, inbound and outbound. We deliver continually optimised, reliable and secure solutions which can enhance brand, improve the processing of customer enquiries, convert more calls to business, extend the website experience and reduce costs.

For more information on how Invomo can help your business please contact us on 0844 88 88 500 or email sales@invomo.com where one of our team will be happy to discuss your requirements with no obligation. See www.invomo.com for more information.

All telephony services hosted and operated by Invomo Ltd. adhere to prevailing Ofcom regulations and the Code of Practice as set out by PhonepayPlus.

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