

BtL Brand Assist

Overview

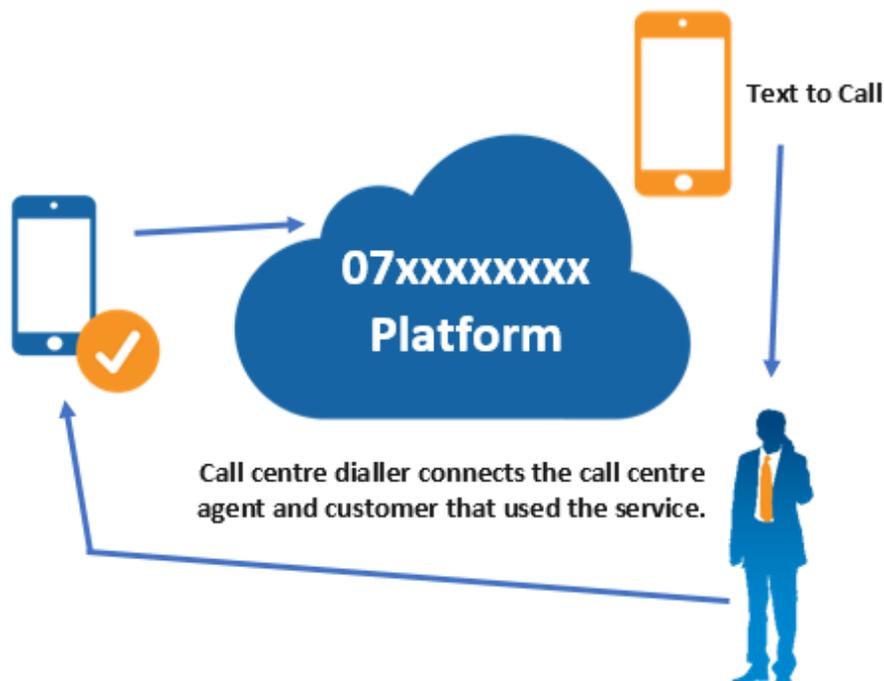
BtL are pleased to launch BtL Brand Assist an innovative new service that puts customers first and the worlds' brands more in control of the customer experience as they navigate the high street in search of a solution to their requirements.

We have all been there, it's Saturday afternoon, and we find ourselves in a busy high street store and not a sales assistant in sight. As we stand there trying to take in the information on the different packaging vying for our attention, we consider whether to opt for Brand X or Y?

- Which one offers the best value for money?
- Does the extended warranty really offer me what I need?
- What does free telephone support for 30 days actually mean?
- Does it come in a different colour?

Not much like we are used to online, there's a chance to convert browsers into buyers and really show customers that you care more than your high street rivals by going the extra mile.

BtL Brand Assist will allow your customers to send a standard text message to the number on the box or point of sale material for an immediate call back. This text message will initiate two calls one to the sales advisor and one back to the customer to answer any questions. All of this can take place in seconds and parameters can be put in place to stop call backs are a suitable number of minutes so not to call back after the potential customer has left the store.



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BtL can provide the call centre agents from £1.20/minute or we can deliver calls into existing call centres. For complex call handling requirements bespoke training and pricing is available. The ability for BtL to provide the agents can make it ideal for cost effective trials as well as longer term solutions.

Potential Benefits

- More Sales
- Cross and up-sale opportunities
- Ability to monitor differences in call back levels between different retailers as a barometer of staffing or knowledge levels
- Feedback on packaging design
- Ability to do ad-hoc customer surveys

Other Uses

Centralised stock availability queries – How many times have you been told “if it’s not on the shelf we don’t have it?” Wouldn’t it be good to text someone who has access to stock levels and calls you straight back and either:

1. Can check stock without you queuing at the customer’s services desk
2. Can actually take an order over the phone for home delivery (and take payment details) or store pick up if it is out of stock.

Text to survey – Provide customers with an instant way to provide feedback on your product or organisation whilst in the moment. Negative feedback is just as useful as good feedback.