



PRIMAS

Primas WebFQ

Benefits to existing and potential customers

- Helps website visitors get answers quickly and easily
- Allows visitors to do what they want with their time, instead of waiting on hold

Benefits to your organization

- Helps you convert website visitors into sales by making it easy for potential customers to connect with a live person
- Improves the customer experience, increases satisfaction and reduces churn
- By building on your existing IVR/CTI/ACD technology, WebFQ helps you increase the ROI of your existing infrastructure
- By getting customers to the right agent when an agent is available we free up ports and reduce toll charges which equates to improvement in the overall operation of your contact center

Primas WebFQ Click to Call done right!

Convenience delivered via click-to-be-called technology

- ▶ Improves Conversions
- ▶ Increases Customer Retention
- ▶ Improves Operational Performance
- ▶ Increases Infrastructure ROI
- ▶ Reduces Agent Turnover



Benefits to your agents

- Happy customers make happy agents; happy agents retain customers
- Reduced customer frustrations positively impact agent performance
- Improved performance increases conversions and upsells, and reduces agent and customer churn

How it works

WebFQ provides an easy to deploy, easy to use click-to-be-called widget to your website.

- Customers simply complete a few fields and then submit the form.
- Their contact information is then placed into the appropriate department queue.
- When it is their turn to speak with an agent, an outbound call is placed by FreedomQ.
- The caller is then verified and transferred to the next available agent.

