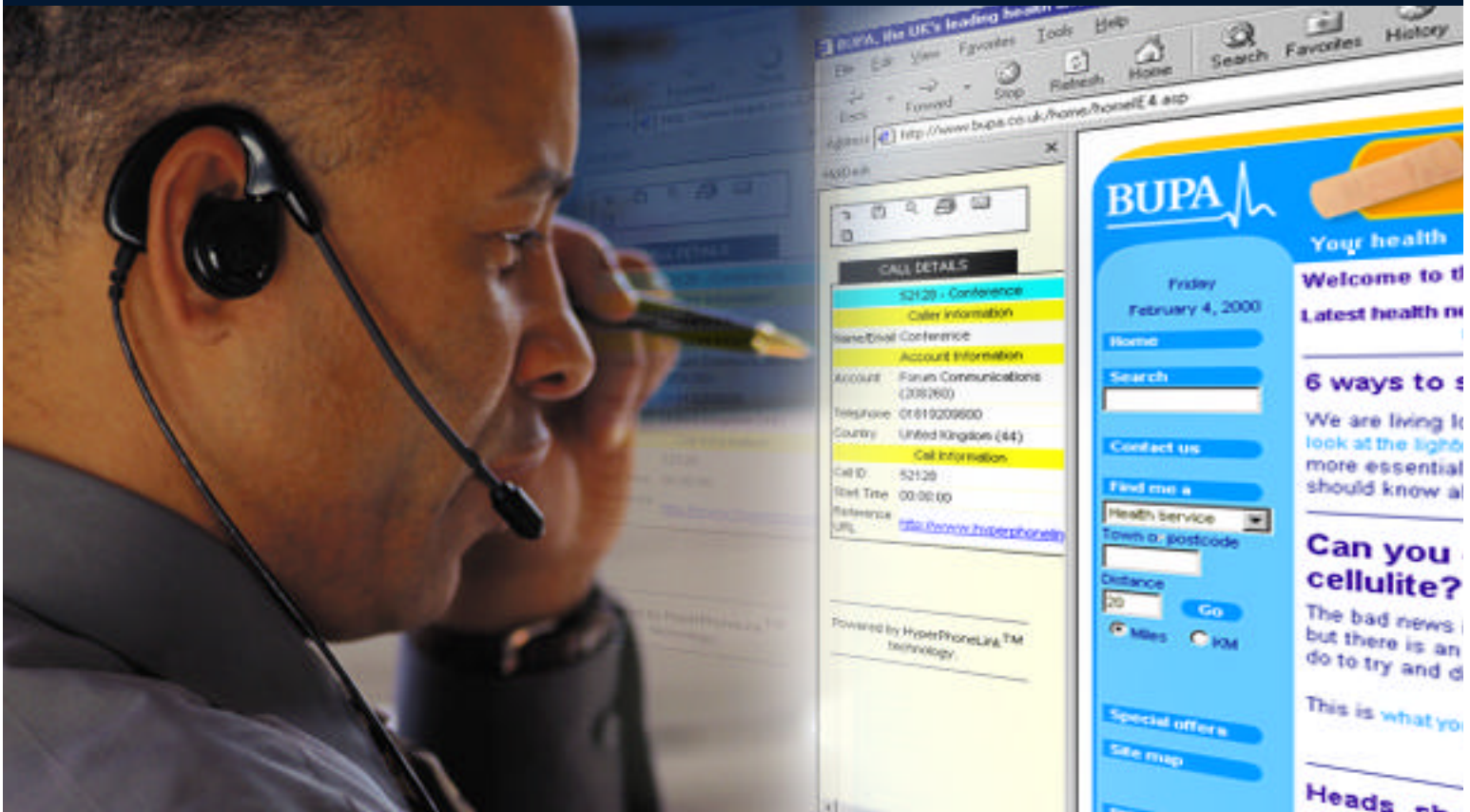
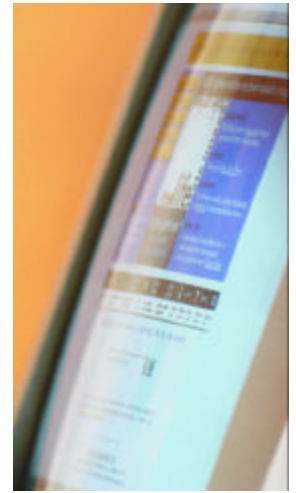


HotDesk

World Phone launches new interactive service



Transforms the self-service concept
of e-commerce into a powerful
delivery medium



HotDesk

HotDesk™ takes e-commerce into a new dimension, giving telephone agents a link straight to the caller's screen. Agents informed and empowered by HotDesk can interact with Internet customers both on the phone and right before their eyes at their desktop. Engaging with each caller on a real-time, one-on-one basis - the way web service should be. NetCall's latest simple-to-use service is a powerful delivery medium designed to exploit the full potential of the web.

- turn your web site into an interactive sales channel
- live phone, screen and information sharing with e-customers
- arms staff with all the information they need to handle an Internet enquiry quickly and professionally
- full web-enablement, delivered as a low cost service
- real bottom-line benefits in increased sales, reduced costs and greater customer satisfaction

Connect by phone and screen

Companies in every industry depend on effective communication and good customer relationships for revenue generation. And with more and more customers moving to the web, it's the companies that can talk real-time and offer two-way screen collaboration to guide online customers through their products and services that will emerge as the winners.

Our NetCall800 service already connects your Internet customers from your web screen to your phone lines. Add HotDesk, with its 'page push' and collaboration features, and you can also interact with your customer's screen. Now, when responding to a customer enquiry, agents can send web pages, promotional information, forms and price lists straight to their screen. The process is simple and quick and requires no customer participation. For the customer, the experience of having the information they want appear right in front of them is immediate and impressive. Think of the potential:

- show customers the products and services they are interested in
- increase sales by offering customers complementary or alternative products
- display terms and conditions and service agreements
- conduct live presentations or product demonstrations

For even more interaction

HotDesk's collaboration function gives agent and customer the ability to have two-way screen interaction. Now you can help customers fill out web-based forms and shopping orders, or walk them through documents and applications.

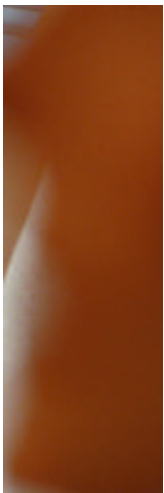
In more advanced applications, such as technical support, staff can work remotely on a customer's PC to look at a configuration, run diagnostic utilities, install files or work directly on a file or application - all whilst engaged in a customer support call.

Who can use HotDesk?

HotDesk comes into its own in any sales, customer service, technical support or call centre environment. Staff are better placed to respond to your customers, better equipped to convert enquiries into sales - overall it's a better way to do online business.

How does HotDesk work?

Your customers 'click' a NetCall800 freephone 'call back' button on your web page and the NetCall service connects you and your customer by phone. Connection is made over the public telephone network - without either of you having to dial a phone number. HotDesk simultaneously connects your two PC's and delivers its features over the Internet. This connection gives the person taking the call a 'screen pop' of the caller's details and the web page the caller was looking at when the call was requested. Agents can see at a glance who the customer is and what product or service they are interested in - saving time spent asking callers for their details - giving your company a more professional customer services image.



All you need to process the call

HotDesk can use the customer details captured with the call to launch any existing customer contact application your company has in place. Everyday functions like saving and printing call details are all 'one-click'. To send email, agents simply click the email icon to launch a new email message with the customer's address pre-loaded.

HotDesk is a service which installs from the Internet and is useable immediately. All a HotDesk agent needs is a PC, the ability to connect to the Internet and a telephone to take the call - even a home phone or a cell phone will do.

System requirements

- Microsoft Windows (95/98/NT4)
- Browser software: Microsoft Internet Explorer vs.4 or later with ActiveX enabled
- NetCall800 and HotDesk subscription

You are now a fully web-enabled call centre

HotDesk with NetCall800 is all that is needed to meet the demands of the Internet right now - with no disruption to existing systems, no costly integration, and avoiding any capital investment in new technology. While charged as a low cost service, it gives you the benefit of technology normally only achieved by making a major financial investment.

Traditional Call Centre - HotDesk gives you completely scaleable web-enablement which works with any telephony hardware and software already in place. HotDesk uses the customer details delivered with the calls to launch your existing customer contact and email applications. Call centre managers have the benefit of an online itemised call log, including which agent took the call.

Remote and Home agents - with a NetCall ACD group, remote and home agents can be brought into your company's call flow and have the same HotDesk functionality as their call centre associates.

Virtual Call Centre - in the same way any, number of people, anywhere in the world, can have their calls distributed amongst them according to their availability. All they need is a telephone, PC, internet connection and HotDesk to respond to your web enquiries.

No call centre? - HotDesk gives even the smallest of organisations web-enabled call centre capabilities usually only available to large corporate budgets. You can link phones in your sales office into an intelligent call flow. Calls that hit a busy period can retry, or overflow to alternative numbers. And your company can be called on different numbers at different times - ideal for re-routing calls between offices, even those over a global reach.

HotDesk

All functions are carried out from 'one-click' icons

CALL DETAILS

61240 - Alan Browser	
Caller Information	
Name/Email	abrowser@future.com
Telephone	01480484110
Country	United Kingdom (44)
Account Information	
Account	BUPA International (1 57391)

Call details can be saved, printed or used to run an application or database

Call details can be customised to show any other information collected in the call process such as: the reason for calling, a product code, a flight code