

# CLICK TO CALL

**Request a Call Back**

If you would like us to call you back, enter your name and telephone number (UK landline or UK mobile) and then select the best time for us to call you

Your name:	Your email address: (optional)
<input type="text" value="Required"/>	<input type="text" value="Optional"/>
What number shall we call you on?	When would you like the Call Back?
<input type="text" value="Required"/>	<input type="button" value="Now"/>

## Why use Click to Call?

- ✓ Add a form to your website that your customers can quickly use to get you on the phone
- ✓ Increase your conversion rates by giving your customers a way to speak to you - at no cost to them
- ✓ Decrease drop outs by making it easy for your website visitors to put questions to a real person
- ✓ Cut out the time your customers would waste listening to the ringing tone or being on-hold
- ✓ Capture the customer data your business needs with complete control over the look and unctionality of the form

## Cut out frustration for your customer with 'Request a call back'

We're all busy people, trying to do a million and one things at once. Give your customers a 'click to request a call back' feature and the ball's in your court.

- ▶ If your customer's getting interrupted when going through your website by what's going on around them, **they can set a call back for when they can deal with it properly**. You've got their details then and you can manage following this up going forward.
- ▶ You can **cut down the amount of people abandoning your site by giving them an easy way to navigate sticky points** - they simply enter their contact details and you can swoop in to rescue the situation.
- ▶ When you're not in the office, customers are still looking at your website and they may want to talk to you, but can't - **you don't have to lose them when they can fill in a quick form that automatically generates a call back the next day**.

Customers like to know that they can talk to a business they want to buy from. Why not give them a way to talk to you at no extra cost to them which creates more opportunities for you?

## What is a Click to Call profile?

To add a Click to Call form to your website, you'll buy a profile. You'll create this profile so that it contains all the necessary settings, such as:

- ▶ Which phone number you'll be receiving call back request on
- ▶ Which number will show on your customers phone when they get a call back from you

For example, if you wanted to have a form for requests to go direct to your Sales team, and a separate form for a request to go direct to your Support team, you'll need to buy 2 profiles. They can then be set up with the specific details for each team and your customer will get a call from the right person.

The screenshot shows two Click to Call profiles in a list view. Each profile has a title, a 'Display number' (the number shown to the customer), a 'Destination number' (the number the call is routed to), and two buttons: 'Edit Click to Call profile' and 'View Click to Call logs'. The first profile is 'Sales Call Back' with a display number of 02031511000 and a destination number of 01234123456. The second profile is 'Support Call Back' with a display number of 08004681000 and a destination number of 02031234567. A link to 'Get Click to Call installation code' is also visible between the two profiles.

## How does Click to Call work?

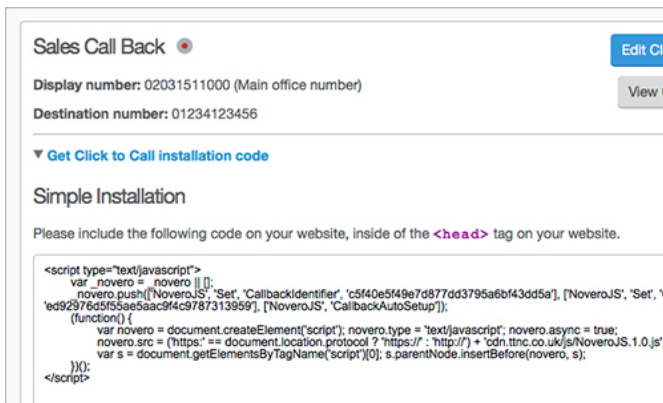
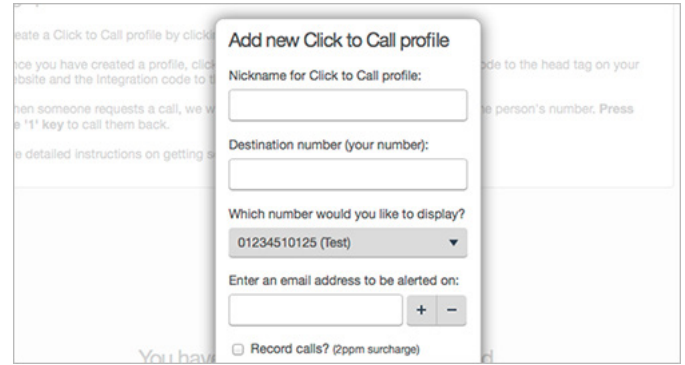
- 1 Your customer wants to speak to a member of your Sales team. Rather than picking up the phone and calling them, they fill out your Click to Call web form to ask you to call them.
- 2 Your Sales team's phone rings. Picking up they hear a message telling them that the customer has requested a call back. They hear the customer's number, and they'll have got an email already as well. Pressing 1 they accept the call back.
- 3 Having pressed 1, the customer's phone will then start to ring. When they answer, that's it, they'll be talking to someone from the Sales team on the other end of the line.

## Setting up Click to Call

Using myTTNC, you can be set up and ready to receive Click to Call requests in just a few simple steps.

### Creating a profile

To begin, you'll need to create a Click to Call profile. This includes a nickname for the profile, the destination number (where you will be calling from), which number you'd like to display to the customer and the email address you'd like to be alerted on when a Click to Call request comes in. You can also choose to record your calls.



### Adding the code to your website

With a profile set up, you're now ready to add the Click to Call form to your website. We supply a couple of lines of code for you to add to your website, which adds the pre-built form. If you're more technically minded, you'll also have access to more advanced code. See the 'Making the form your own' section below for more information.

And that's all you need to get started. If you'd like a more detailed guide on getting set up, visit our help page at [www.ttncc.co.uk/help/click-to-call/click-to-call-setup/](http://www.ttncc.co.uk/help/click-to-call/click-to-call-setup/).

### Making the form your own

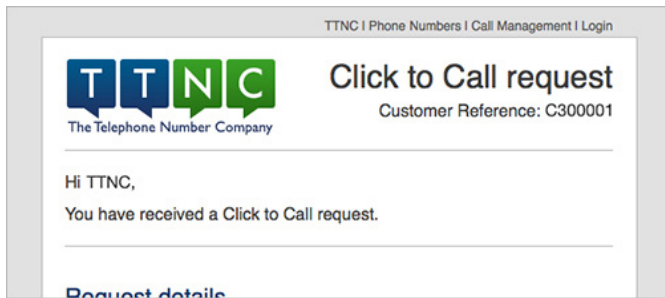
If you have some skills when it comes to coding, you can use our advanced code to take complete control over the form. This code allows you to customise the CSS to match the look of your website, as well as add a variety of additional form elements, so you can capture any extra data that's important to your business. This could include the customer's company name and email address. They could even specify a time they'd like to be called back.

## How much does it cost to use Click to Call?

The cost to call someone back will depend on where you're calling from and the number your customer has requested to be called back on.

Use the form at [www.ttnc.co.uk/other-services/click-to-call/](http://www.ttnc.co.uk/other-services/click-to-call/) to see how much calls will cost you. Please note that enabling Call Recording will add a 2p per minute surcharge.

## Keeping track of your requests



Whenever someone requests a call back, we'll send you an email alert. Missed a Click to Call request? We'll alert you again, so you can get back to the customer when you're ready.

Time	Profile Name	Display Number	Operator	Called	Durations	Ringtimes	Cost
<b>16th September 2014</b>							
14:38:09	Call Back 1	02031511000	01234123456	07123456789	01:07 / 00:51	00:09 / 00:10	£0.032
14:36:33	Call Back 1	02031511000	01234123456	02071234567	00:17 / 00:03	00:25 / 00:07	£0.029
<b>17th September 2014</b>							
16:17:41	Call Back 3	08454681001	01234123456	02031237890	00:23 / 00:00	00:00 / 00:00	£0.000

Your Click to Call logs give you information on all call back requests. We even include any custom information you choose to capture (if you've set up an advanced Click to Call form that is).

## Frequently Asked Questions

### **How many Click to Call profiles can I have?**

As many as you like. You'll need to have a separate profile for each unique form on your website.

### **Can I press '1' before the customer's number has been read in full?**

You can press '1' at any time during the message to call the customer back that little bit quicker.

### **Can I see how many Click to Call requests I've received?**

The Click to Call logs provide detailed information on all the requests you've received, including what time the request was made, to which profile and how long the call back lasted.

### **Is there a way to record my calls?**

There sure is and it couldn't be any easier to enable. When setting up a Click to Call profile, simply tick the box to record any calls. It's as simple as that. All recorded calls can be found in your Click to Call logs for up to 31 days.

**Please note:** all recorded calls have a 2p per minute surcharge on top of your normal call forwarding cost.

### **I want to display my own number - how do I do this?**

To display your own number, rather than a TTNC number, you'll first need to register it with us. Simply email [support@ttnc.co.uk](mailto:support@ttnc.co.uk) with your customer reference number and the number you want to register.

Once the number has been registered, select it from the drop down when creating or editing a Click to Call profile.

### **How technical do I need to be to set up this service?**

Some technical knowledge will be required, as you'll need to add some code to your website for the Click to Call form (or if you have someone who manages your website, they can add this in for you).

We give you the basic code to get you started, but if you're more technically minded then you can add the advanced code to adjust the styling and functionality yourself.

## **What does the Click to Call form look like?**

If you just use the basic code we give you, the form will consist of four inputs (first name, last name, email address and contact number) and a submit button.

Using the advanced code allows you to completely customise the look of the form to match your website.

## **Does this service work with Google Analytics?**

As with any interactive element on your website, you can set it up to work with Google Analytics. You (or whoever manages your website) will need to have some understanding of how to set this up, as it's not something we automatically do for you.

Freephone: 0800 468 1000

Telephone: 020 3151 1000

Email: [sales@ttnc.co.uk](mailto:sales@ttnc.co.uk)

Visit us: [www.ttnc.co.uk](http://www.ttnc.co.uk)

 Like [TTNC Limited](#)

 Follow [@ttnc](#)

 Follow [TTNC Limited](#)

 Follow [TTNC](#)