

WhosOn™ Track - Chat - Engage



Sector	Contact centre
Requirement	To help drive conversions with a communication solution that doubled up as a lead generation tool
Solution	A live chat service that pinpointed, profiled and proactively engaged with online visitors

Bringing Direct Response closer to their customers

Direct Response is independently recognised as the fastest growing call centre in the UK. With a team of 800 operators working across Europe, America and Africa, the business is fast becoming a key global contender – and required a live chat solution that could propel its growth.

The results

Having previously used an alternative live chat provider, Direct Response was looking for a more efficient solution that was cost-effective, feature-rich and crucially, sales-enabling. It was WhosOn that ticked those boxes and more.

With its advanced lead generation capabilities, WhosOn proved the perfect communication solution to both converse and convert. It detected and identified online prospects, as and when they browsed. It enabled Direct Response to reach out and engage those prospects, thereby

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WhosOn is used extensively for lead generation. We push proactive chat invitations to those visitors that are highly engaged on our website; as a result we are getting a significant return on our investment.

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Head of Marketing, Direct Response

increasing the chance of turning them into new customers. And it also enhanced the experience of existing customers with its provision of quick, convenient communication.

With its all-encompassing systems integrations and ease of use, WhosOn rapidly transformed the responsiveness of Direct Response.



We're bringing your business closer to your customers

Also available...



Automate your complex business processes

Think Automation is the market's most intelligent business automation solution. It performs a myriad of complex tasks to deliver one simple result: efficiency. Think Automation takes email messages, database records, social feeds and web forms and runs multiple actions on them based on triggers. No more errors, no more costs, and no more time wasted.

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Turning website visitors into new customers

Prospect Agent is the ultimate lead generation tool. By pinpointing and profiling your website visitors, Prospect Agent turns hidden leads into new customers. Not only do we reveal the real people and companies behind your clicks, we conduct real-time research to give you instant customer profiles. With Prospect Agent, you'll never lose leads again.

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