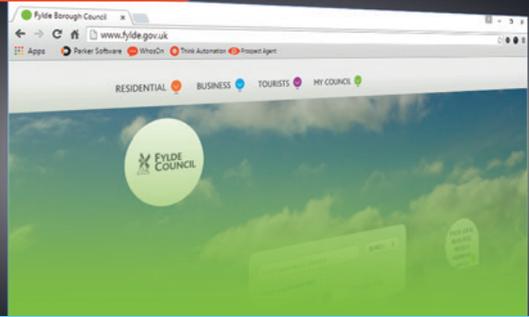# WhosOn™

Track - Chat - Engage

Sector	:	Public
Requirement	:	To enhance user journeys by offering first contact resolutions online
Solution	:	A live chat suite complete with visitor tracking and analytics, enabling proactive engagement and optimisation

Bringing Fylde Borough Council closer to their customers

Like any local authority, Fylde Borough Council receives a large volume of diverse enquiries. Due to reliance on their website as a central information resource, the organisation needed a solution that enabled quick, cost-effective digital communications. It needed WhosOn.

The results

With a complex, content-heavy website, Fylde Borough Council website visitors were struggling to find the information they required online. That meant two things: abandonment, and a reliance on telephones as an expensive access channel.

WhosOn changed that. With our solution, Fylde Borough Council could direct visitors to desired information on a first contact basis. Even better, they could use its tracking functionality to analyse surfing habits and identify user problems. By seeing their site through visitors' eyes, they could

> " The choice for Fylde was simple. With WhosOn we were able to not only retain the same features offered by our previous supplier, but also gain additional functionality at a lower cost. "
>
> **Customer Service Manager, Fylde Borough Council**

not only offer relevant live chat engagement – they could optimise.

Since the software can automatically remove the chat link from the site during closed hours, it also offered an efficient way to manage visitor expectations. As well as cutting costs and alleviating visitor frustration, WhosOn enabled FBC to work smarter, not harder.

PARKER Software™

Engaging Applications · Engaging Results

We're bringing your business closer to your customers

Also available...

Think Automation™
Intelligent Business Automation

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.

Prospect Agent™
Quality Real-Time Sales Leads

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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