

## WhosOn™ Track - Chat - Engage



**Sector**  
**Requirement**  
**Solution**

Financial services  
To enhance online competitiveness and customer service  
A secure live chat platform that supplemented cross-divisional engagement strategies

### Bringing The Hanley closer to their customers

The Hanley is one of the UK's most well-established building societies. It has 160 years of heritage, assets totalling £361m, and Sunday Times recognition as one of the best 100 small companies to work for. The only thing missing was optimal online engagement.

### The results

The Hanley's online and offline customer service levels were imbalanced, with website visitors missing out on the exemplar communications offered in-store. WhosOn helped turn a faceless ecommerce channel into a personalised online experience.

Direct communication was key. With WhosOn, The Hanley could reach out and engage with visitors just as they would face to face. And on a more bespoke level, they could include the service in their intermediary lending strategy – enabling mortgage brokers to contact them via

“

The support and application provided by Parker Software far outweighed our current solution.

”

**Business Development & Technology Manager,  
Hanley Economic Building Society**

real-time live chat to check clients' suitability. In the process, they became one of the handful of building societies able to offer that functionality.

Those benefits came complete with water-tight security. With our installable WhosOn option, The Hanley could self-contain the solution from their own server, behind their own firewalls, with all data stored in their own MS SQL database. From every angle, the implementation of WhosOn was a resounding success.



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.

### UK address

Parker Software Limited  
Victoria Business Park  
Prospect Way  
Knypersley  
Stoke on Trent  
ST8 7PL  
United Kingdom

### USA address

Parker Software Inc.  
4767 New Broad Street  
Baldwin Park  
Orlando  
Florida  
32814  
United States



## 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.



UK: +44 (0)330 0882 943



US: (800) 680 7712



[www.parkersoftware.com](http://www.parkersoftware.com)



[sales@parkersoftware.com](mailto:sales@parkersoftware.com)

[www.parkersoftware.com](http://www.parkersoftware.com)

**PARKER** Software  
Engaging Applications • Engaging Results