

PRESS RELEASE

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Provide Support's Live Chat Software Increases Sales for Softlink America By Transforming its Customer Service Operation

Sales Up 70 percent Each Year Since Implementing Live Chat Support

New York, NY – [Softlink America, Inc.](#), a top provider of library automation software, has determined that Provide Support's Live Chat software actually increases sales by turning browsers to its website into qualified leads. Live chat support provides real-time sales opportunities through immediate interactions with prospects, routinely leading to demonstrations and follow-up phone calls.

For Softlink America, whose product is complex and not easy to sell exclusively through standard online sales processes, Provide Support's Live Chat software represents a definite acceleration of the sales cycle

The company's approach for answering questions and qualifying leads had previously been to have prospects send an e-mail and wait for a response. The problem, though, is that in the time between sending an inquiry and waiting for a reply, these potential customers were probably visiting competitors' websites and "comparison shopping."

SoftLink realized it had to find a way to engage customers immediately, so it turned to Provide Support, whose Live Chat software stands out from the field because of its combination of service, pricing, and capabilities (especially the fact that it allows for easy customization of the interface).

"With Live Chat, you don't lose people's attention . . . The ability to engage with people immediately, right when they make an inquiry, is no mere convenience, but translates into actual sales. It means real money," says Robert F. Corrao, president of Softlink America.

Since implementing Provide Support's Live Chat in 2003, Softlink's sales have climbed about 70 percent each year. A good portion of this increase, says Carrao, can definitely be attributed to Provide Support's Live Chat.

(More)

Provide Support's Live Chat also features the following benefits:

- Allows businesses to engage site visitors to a degree that is *qualitatively different* than with a typical website or basic e-commerce processes.
- Creates a better first impression: visitors who get quick answers to their questions stay longer and ultimately buy more products.
- Personalizes the sales process for all types of customer service functions, which distinguishes the company and provides a competitive advantage.

About Softlink America, Inc.

Softlink America, Inc., an LA-based subsidiary of Softlink International, is a world leader in the provision of integrated library and information management software. For more information, visit Softlinkamerica.com

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About Provide Support

Provide Support helps businesses improve their sales and customer service on the Internet. Its mission is to empower companies and organizations with cutting edge communications technology. To learn more, go to: www.providesupport.com or send an e-mail to support@providesupport.com.

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