

Order Taking Service

Order taking has become a huge industry in the last decade or so. Nearly every time you order a product that you saw advertised on television, you reach an order taker when you call the toll-free number.



← maximize
your
resources



virtually sell



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The advantages of this process are obvious. Infomercials reach a vast audience within a short period of time, at the end of which the calls start pouring in. When your infomercial airs or a customer visits your website and wants to purchase your product, making a phone call is often the customer's first choice for contacting you. It allows the customer to speak to a live person and to ask questions. This can be especially important if your product is complicated or the customer wants information or clarification about the product.

Some products naturally lend themselves to added features such as carrying cases and attachments. Using call center order taking and an interaction with a live operator provides the ideal opportunity for an upsell on the original product. Vendors often make substantially more profit on added items and services than they do on the original product.

Use order taking services to maximize your resources. Keeping pace with the latest telephony technology and the expanding needs of our clients, Go4Customer "Order Taking Services" offer a wide range of additional options that can make a serious difference to your bottom line. For example, going beyond taking messages about customer concerns can mean a higher percentage of customer retention.

Go4Customer's Order Taking Services are among the most popular added options for many businesses. We allow the company to virtually "sell" every hour of every day. Order taking services can include access to your website or limited access to your database. It can also be accomplished using paper or online order forms that can be faxed or transmitted to your in-house customer service personnel for entry in the morning.





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Order Taking Services Improve Profits

While saving a customer is often the most valuable function an answering service can provide, adding a new customer or adding services to an existing customer's account can also mean a direct impact on your revenue. The most critical factor in the success of this type of relationship with your phone service is how well our operators are trained on your procedures and how effectively they can represent you to your customers. Training is the key.

Go4Customer 'Order Taking Service' a service that offers order taking while, at the same time, works with you to insure that our operators are as knowledgeable as your own about your expectations for each call. If you offer a service with added features, we try to operators must be keep as up to date as your in-house staff. If you sell products, the operators must know about new or improved products as soon as they are ready to be sold. Go4Customer service offers you the opportunity to monitor calls received on your lines.

Call Centers



Very few manufacturing companies can afford to maintain the extensive call center staff necessary to handle the volume of calls that these sales efforts generate. That's why most of them outsource the order taking process to huge call centers whose operators are trained to handle calls for several different companies. When an infomercial is airing, the operators are directed to expect a greater number of calls for that product and may be dedicated solely to that product for a specified period of time.

Go4Customer has developed streamlined order methods and procedures, equipped with the latest telephony technology, both of which allow them to handle high volumes while maintaining the personal touch. With our advanced capabilities, we're able to handle calls from infomercials, calls for websites 24/7, and calls for major catalogs, direct mail, radio ads, and search engine marketing.

Whether you need operators to handle a huge volume of calls for a short amount of time or call center support twenty-four hours a day, seven days a week, you can reduce your order taking costs by working with Go4Customer with the expertise and technology you need. Operators can be trained on the details of your specific product and will ask the questions and obtain the information you require. Order takers can even upsell added products or services if you so desire.



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Benefits of Go4Customer Live Order Taking Services

The advantages to the customer are obvious. The customer gets to have questions answered and the assurance that the product will do what the ad says it will. The advantages to the seller are even more impressive. By using our order taking services, the seller has the option of creating up selling opportunities. Upselling is a major methodology used by many businesses.

The vendor is able to take advantage of the customer's desire for the whole package, so to speak. Operators are often told that the offer for added product parts or services is available at the "incredible price" only during this call. Limited time offers are one way to get the customer to buy more.

Go4Customer Live order taking services have one more serious advantage over automated order systems. The opportunity to confirm data and to have

customer data and to have a third party also confirm the sale is much more likely when the customer is talking to live operators. When an incorrect credit card number is repeated by an automated voice, for example, the customer may just hang up rather than try to enter it again. It's a proven fact that it is much more difficult to hang up on a person than on a machine!

Using a call center to supplement your in-house staff or even as your only order taking strategy can have a significant impact on your bottom line. When your infomercial airs or a customer visits your website and wants to purchase your product, making a phone call is often the customer's first choice for contacting you. It allows the customer to speak to a live person and to ask questions. This can be especially important if your product is complicated or the customer wants information or clarification about the product.

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