

WILDIX WebRTC Leverage your website and win new deals



**Get a direct line to your customers
thanks to WebRTC technology**

» GO BEYOND the “Contact Us” Button

Nowadays, everybody is connected. The Internet is becoming one of the most prominent mediums to do business; with a click, shops, stores, companies, and people can get in touch with each other, discover opportunities and establish human and business relationships.

Being reachable through the web is one of the most important strengths a business can gain. This essential advantage helps turn internet visitors into customers, even if your business doesn't have any e-commerce.

Invisible barriers between you and your potential customers make deals harder. Remove all of the virtual obstacles that make your business struggle getting leads.

The common Contact page with your phone numbers and email addresses won't help you turn contacts into business.

Just a “Contact Us” button isn't enough today.

Emails often take too long to get a reply, while old-fashioned forms are inconvenient for visitors who want further information or a representative to ask questions to.

These outdated tools won't increase your revenue. They don't bring any competitive advantage to your business. In fact, they are **making you lose appeal because neither an email address nor a form can attract visitors by promising the attention and care they deserve.**

**You need a professional tool that transforms
your website into the core of your business.**

» WHAT POTENTIAL CUSTOMERS really want from your company's website

83% of consumers are open to using a chat feature as their primary interface for customer support



Source:
bit.ly/Chat-Survey

Chat services earn a 73% satisfaction level from users, a notably higher rate than email or phone



Source:
bit.ly/Chat-Survey-2

79% of customers prefer live chat over other services because it answers their questions quickly



Source:
bit.ly/Chat-Survey-3

44% of customers consider the ability to ask about a product during the purchasing process is "one of the most important features a website can offer"



Source:
bit.ly/Chat-Survey-4

They want you to be easy to reach and available right away.

Imagine a tool that connects online visitors with sales representatives with a simple click.

What if your visitors could start a chat with exactly the right person they need to reach, then dynamically turn it into an audio or video call? What if they could go on to present additional info by sharing their screen or transferring documents, all in real time?

Forget about filling out forms, or sending emails to a generic address...

Now you can embed the full capabilities of your communications platform into your website, making your business directly reachable by visitors. Turn visitors into customers the fastest way ever!

» BE AVAILABLE TO YOUR CUSTOMERS INSTANTLY. Let them reach you with just one click

Wildix WebRTC Kite is a professional solution for business communication based on WebRTC technology that brings Unified Communications to your website.

With Wildix WebRTC Kite, a website visitor can communicate with the company agents via: chat, audio and video call, desktop sharing and file transfer.



Wildix WebRTC Kite makes all this possible instantly.

Wildix WebRTC Kite allows you to:

Manage – Features a smart distribution for WebRTC Kite requests, shared voicemail and missed call view to manage requests and leads, and the ability to start a group chat and video conference.

Monitor – Includes a dedicated dashboard to monitor contacts flows.

Experience – Consistent design ensures better usability.



Reach out to customers – Incoming/Outgoing SMS to contact them instantly.

WebRTC Kite is fully integrated into Wildix Unified Communication system and it turns the corporate website into **an efficient marketing and sales tool.**

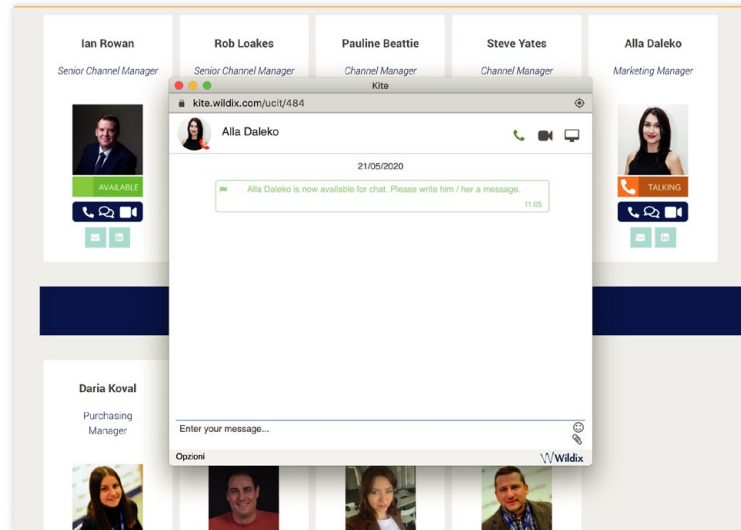
What is WebRTC?

Web RTC

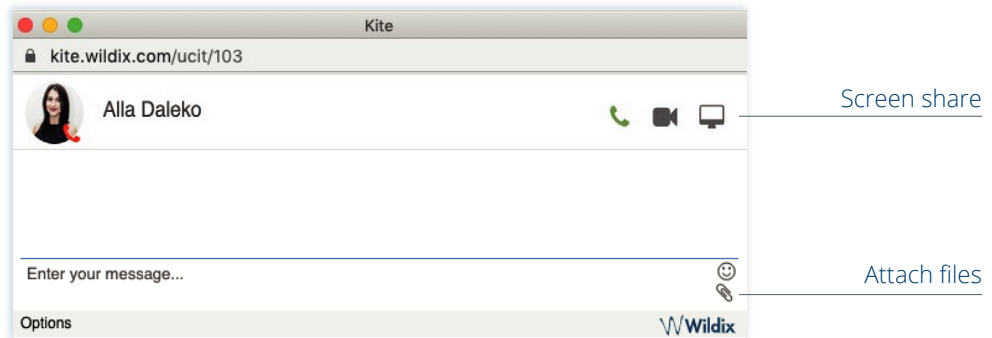
WebRTC (Web Real-Time Communications) is a protocol that is already present on every laptop, desktop, mobile device and tablet. When accessed via a web browser, users can make audio and video calls and use other real-time communications methods to transfer information without installing any special software, not even a plugin. Not only is this the fastest way to exchange information, it is also the safest, as WebRTC protocol is fully secure.

The cutting-edge power of the Wildix communication system allows website visitors to call you, start a text or video chat, share documents and more, all directly from your website, email or even from your business card.

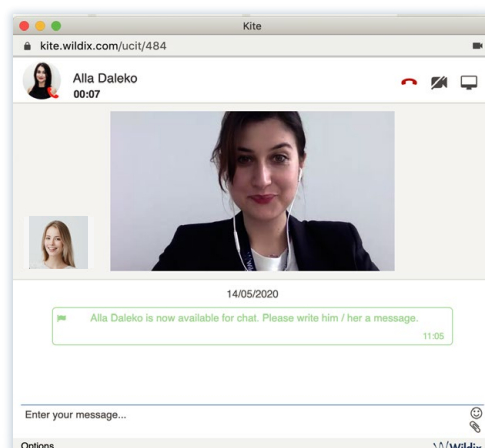
- Your customer can start a real-time conversation via chat or audio and reach exactly the right person, who will receive the notification on their devices wherever they are at that moment.



- Agents can also share screens and documents with the customer.



- ...or start a real-time video call.

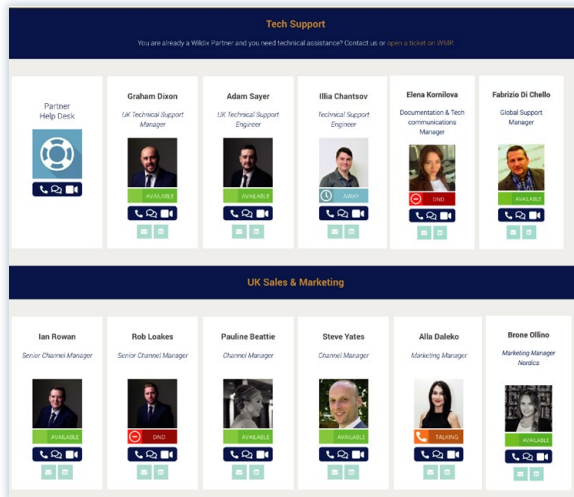




HOW DOES WILDIX WEBRTC KITE WORK? Can it really help me increase my sales up to 52%?

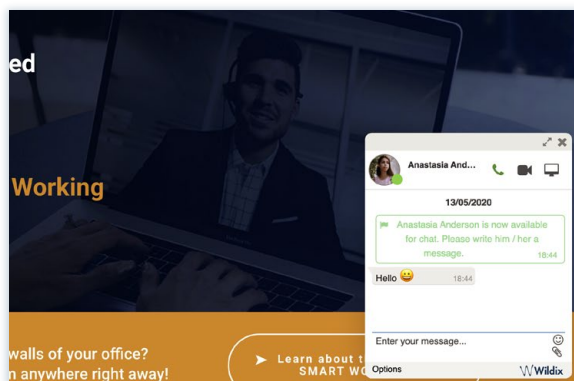
WebRTC Kite uses the most updated and secure WebRTC technology for direct two-way communication with your web visitors.

PRESENCE



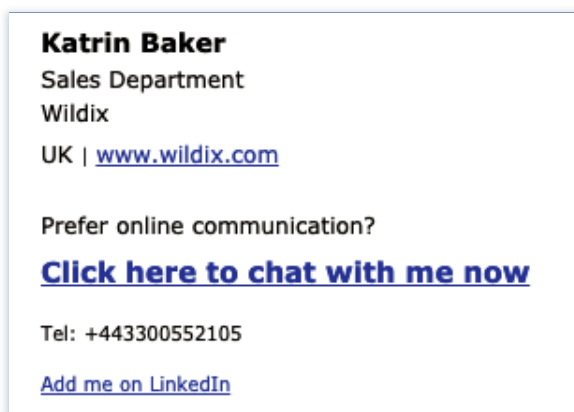
Show your availability directly on your website (HTML, CSS, WordPress)

LIVE CHAT FOR WEBSITE



A simple widget to show your strengths against competitors
Linked with Google Analytics

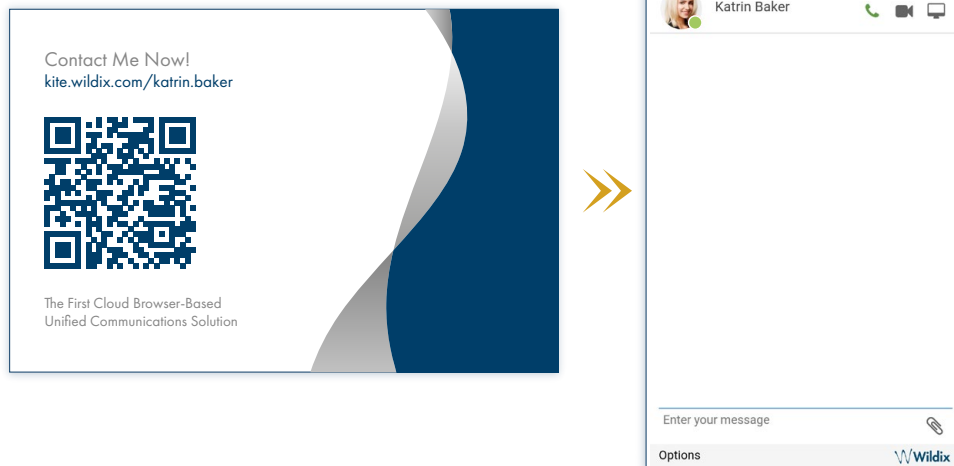
INSTANT CHAT FROM YOUR EMAIL



Give email recipients the ability to live chat with you rather than send and wait on email responses (compatible with services like Mail Chimp)

A QR CODE CAN BE ADDED TO YOUR BUSINESS CARD

Let customers chat directly with you by scanning the code.



WebRTC Kite can be embedded in an email signature or linked to an object on a website. It's simple: just click on the link to open the dialogue window.

Personalize what information you want to display

Agent's personal image, presence information, geolocation, etc.
Choose whether an external user has to identify themselves or not to access the Kite service.

Use WebRTC Kite in any form:

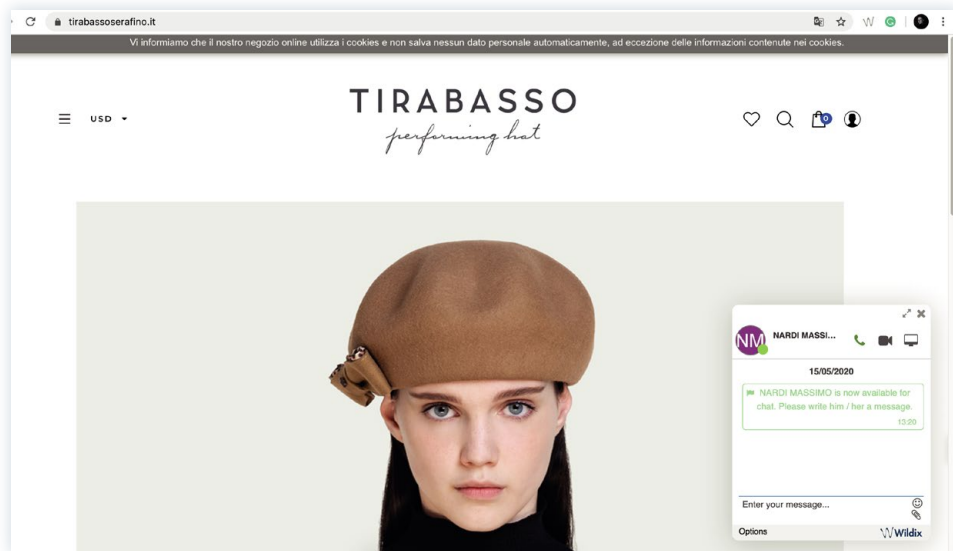
WebRTC Kite embedded into Contacts website page, Contact Me button, HTML signature with chat/call button, a Widget that remains open while the customer navigates the website.

Wildix WebRTC Kite is fully integrated into the Wildix telephony system:

- Chat requests are managed by internal users directly within the Wildix interface.
- Audio calls can be managed from all Wildix devices.
- Chat requests from the WebRTC Kite service can be routed to separate call agents or call groups and even transferred to other users, just like traditional phone calls.

USE CASES

- » A customer wants more details about a product on your **ecommerce website**. To inquire more, they simply click the “chat” function on WebRTC Kite and talk to a live representative.

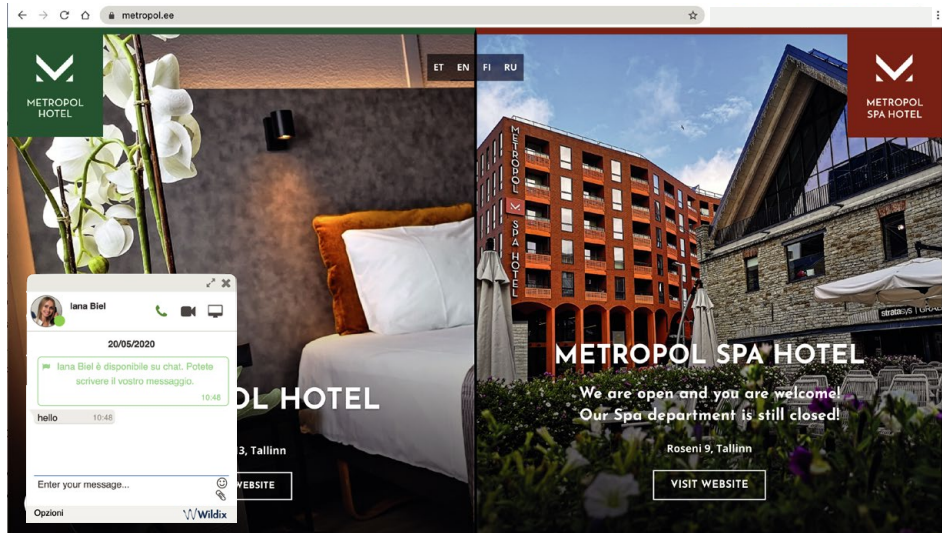


- » You have a website selling car parts, and a customer is unsure which tires will fit their vehicle. To get an answer, they call an **available representative**. The representative requests the customer use their smartphone to switch to a video call, through which the customer directly shows the agent their vehicle, which the agent identifies.
- » You run a computer repair shop and a customer wants to inquire about how much it will cost to fix a specific boot error. While chatting with a representative, the customer is asked to **upload a photo** they took of the screen displaying the boot error directly into the chat. The customer does so, and the representative determines the cause of the error and the cost of repair.

USE CASES



A customer contacts your **hotel website through WebRTC Kite's chat function** to describe a billing error. However, they are having trouble providing full detail about the nature of the error through typing. The representative suggests switching to a voice call, which happens near instantaneously. The customer is then able to communicate their billing issue verbally and the matter is resolved.



A person who is suffering from **mental difficulties** visits a charity website that specialises in helping people in mental distress. They visit the crisis page but dwell on it, too scared to ask for help. **After 30 seconds, a simple popup appears saying "I'm here to help," and the person in distress is connected directly to a care worker** trained in giving advice to the most vulnerable people. After a reassuring chat, the agent calms the website visitor and then offers to switch the call to audio and video so they can receive the help they originally came for but were too proud to ask about.

"The goal of the University was to offer more advanced and innovative services to our students. With WebRTC Kite they [students] just open a webpage, indicate the course they are following, see the operators who are available at the moment and have direct access to the information, all from the comfort of their home or the library."

Emiliano De Rossi
Telephony and UC Manager
University of Roma III



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DISCOVER MORE!

www.wildix.com/webrtc-kite

Leverage your website to win more deals!

Take advantage of Wildix WebRTC Kite for the most responsive customer service possible.

ABOUT WILDIX

Since 2005, Wildix has been helping companies with 50 to 1000 users grow their businesses through the most innovative UC&C solution. Wildix is the first 100% secure, easy-to-use, professional web-based UC&C system for companies that want to increase their productivity with a secure-by-design tool.

