

# Click-Thru Follow-up™

Use the power of the human voice for prompt, personalized follow-up to contacts who click-through on your emails.

## Overview

- Follow-up email click-throughs with voice – Deliver more impact than an auto-responder email alone, faster and with less cost than a sales call to contacts who click through on emails to view your offers/information. The perfect solution for when they're interested, but not committed... yet.
- Turn "go-nowhere" click-throughs into action! – Voice contact delivers the perfect nudge to responders who are sitting on the fence about your offer. Build better relationships, speed up your sales cycle and rise above the crowd.

## Speed up your sales cycle easily



After someone  
clicks-through..

..follow-up with  
voice contact

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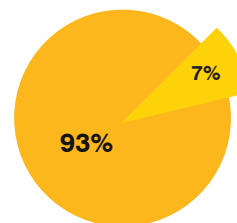
## Features

- Stand out by demonstrating responsiveness – B2B audiences recognize that an automated email is not a personal response, but a personal voice contact will create an individual connection.
- A human touch – Voice follow-up on your email responses injects human interest and emotion. It bridges the gap for more email information and introduces that account's sales rep.
- Stops wasted leads – High impact follow-up on click through responses will convert more responders to leads and sales... fast. No more struggling to generate leads and contacts fast enough for your sales teams and lead gen objectives.
- Beat your competitors – Make contact with "early interest" contacts who typically will not receive any sales follow-up from your competitors.
- Assured to happen – Calls are scheduled per your specs; unlike relying on busy sales reps... they're assured to happen!
- Accurate – Each voice contact is individually managed by a live call agent.
- Timely responses – Each message is delivered within your pre-set guidelines to ensure a follow-up before interest wanes.
- Add in Data Filler service – to capture phone contact information when you don't already have it.
- Integrates with other Boxpilot services – Click-Thru Follow-up intelligently integrates with Quick Lead Qualify, Smart Texting and more!

## Benefits

- Effortlessly begins nurturing process
- Stand apart from competitors who do nothing
- Speeds up the sales cycle and builds relationships
- Introduces your sales rep without disrupting rep
- High-quality, cost-effective follow-up
- Demonstrates your commitment to good service
- Consistent, fast responses without exception
- Removes internal follow-up impediments
- More leads to into nurturing means higher sales
- Delivers the ideal message specific to each email

### Only 7% of firms follow-up click-throughs by voice



Stand out from 93% of competitors by following-up click-throughs with voice... create a differentiator and lasting personal connection that can convert to sales before your competitors can.

