

## VoSKY Launches Industry's First Integrated Web Click-to-Call and Call Back Solution

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VoSKY, the market leader in developing Skype for business solutions, showcased new valued-added business applications for its award-winning VoSKY Exchange VoIP application gateway at VoiceCon Orlando. Among the new features is VoSKY Web Click-to-Call, the industry's first solution that incorporates both direct web click-to-call for Skype users and call back for non-Skype users.

Designed for the multiple forms of web media -- including website, email, web banners, and search engine listings -- VoSKY Web Click-to-Call optimises online sales, marketing and support. It seamlessly integrates a company's website and phone system to provide real-time interaction with website visitors -- ultimately helping turn casual visitors into happy customers.

According to Jupiter Research, click-to-call services can reduce website abandonment rates by 22-25%, reduce shopping cart abandonment by up to 50%, and increase online revenue by as much as 45%.

VoSKY Web Click-to-Call taps into Skype's community of more than 270 million users worldwide. With a single click, Skype users can instantly talk with a company agent to learn more about an offer, find answers to questions, and enjoy seamless, personal service. VoSKY Exchange routes the call to the appropriate agent in the call centre or any employee as a free Skype call to both parties, enhancing the customer experience while also significantly reducing a company's free-phone number expenses.

In addition, VoSKY Web Click-to-Call Back ensures non-Skype users stay engaged on a company's website. A website visitor or email recipient simply enters his or her phone number, and VoSKY Web Click-to-Call Back initiates a call to the user's mobile or landline phone via the low-cost SkypeOUT service. By seamlessly connecting the caller to an agent, VoSKY Web Click-to-Call Back reduces website abandonment rates and makes sure customers receive personal attention to close a sale.

"Value-added features like Click-to-Call give organisations new opportunities to reach their customers and differentiate themselves from the competition with enhanced service," said David Tang, VP of Global Marketing at VoSKY. "Using Skype's reliable and scalable network, VoSKY Web Click-to-Call can greatly reduce a company's communication bill, especially those costly free-phone number services, as well as make sure customers enjoy a business-quality connection each and every time."

VoSKY Exchange Skype-enables a company's existing phone system to allow businesses to take advantage of Internet Telephony without replacing their existing network infrastructure. The scalable, enterprise-grade gateway fully integrates Skype with the company system, so employees can make and receive Skype calls from their regular office phone -- no Skype software, computers, or headsets are required.

As the only enterprise-grade PBX-to-Skype application gateway that has earned Skype certification and Skype's co-brand, VoSKY Exchange ensures seamless interoperability with Skype features and services. The plug-and-play appliance is also fully certified and endorsed by key PBX vendors.

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#### About VoSKY

Based in the heart of Silicon Valley, VoSKY is the global leader in empowering businesses to leverage Skype, the world's largest VoIP community with more than 270 million registered users. The company's proven, enterprise-grade solutions create new opportunities for small-to-medium size businesses (SMBs) and enterprises to reduce communications costs and improve productivity. VoSKY Exchange, the company's flagship product, is an award-winning PBX-to-Skype application gateway that seamlessly integrates a company's phone system with Skype. This plug-and-play platform is compatible with any existing TDM or IP PBX phone system.

VoSKY is a wholly owned subsidiary of Actiontec Electronics. In addition to its headquarters in Sunnyvale, CA, VoSKY maintains branch offices in Colorado Springs, CO; Basingstoke, United Kingdom; Beijing, China; Bogota, Colombia; Shanghai, China; and Taipei, Taiwan. For more information please visit the VoSKY website at [www.vosky.com](http://www.vosky.com)

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