

Reach and engage new customers  
in the digital world with Workface®



“Today, 70 percent of a customer's first interaction with a product or services takes place online, 64 percent make a first purchase because of a digital experience.”

Source: IBM, March 14, 2011

Are your salespeople here?

## Mobilizing Field Sales & Service Teams throughout the Web

While researching online before buying has become the norm, the experience is often sterile, impersonal and lacking a human component... until now!

Workface builds and markets enterprise profile technology to help companies engage with the marketplace more deeply, react to customer opportunities faster, shorten sales cycles and increase the level of customer-initiated engagement.

More than 2,500 companies use Workface to outfit their sales professionals with tools to promote their company on the web. Over 80,000 users leverage Workface to take advantage of the web to sell and support products and services. By using Workface, organizations increase the likelihood that online interactions will lead to more online and offline sales transactions. It's an entirely new way to do business, online.

Revolutionize the way your team interacts and sells online with media-rich Workface profiles



## Making Internet Commerce More Human

Until now, web technology has been focused on taking people out of the sales process (automation). That works fine for low involvement, low value products and services (e.g. books, music, software, commodities, etc.) but this process does not work as well for high-value, high-involvement sales that require human interaction and engagement (e.g. cars, homes, legal advice, boats, insurance, banking, etc.).

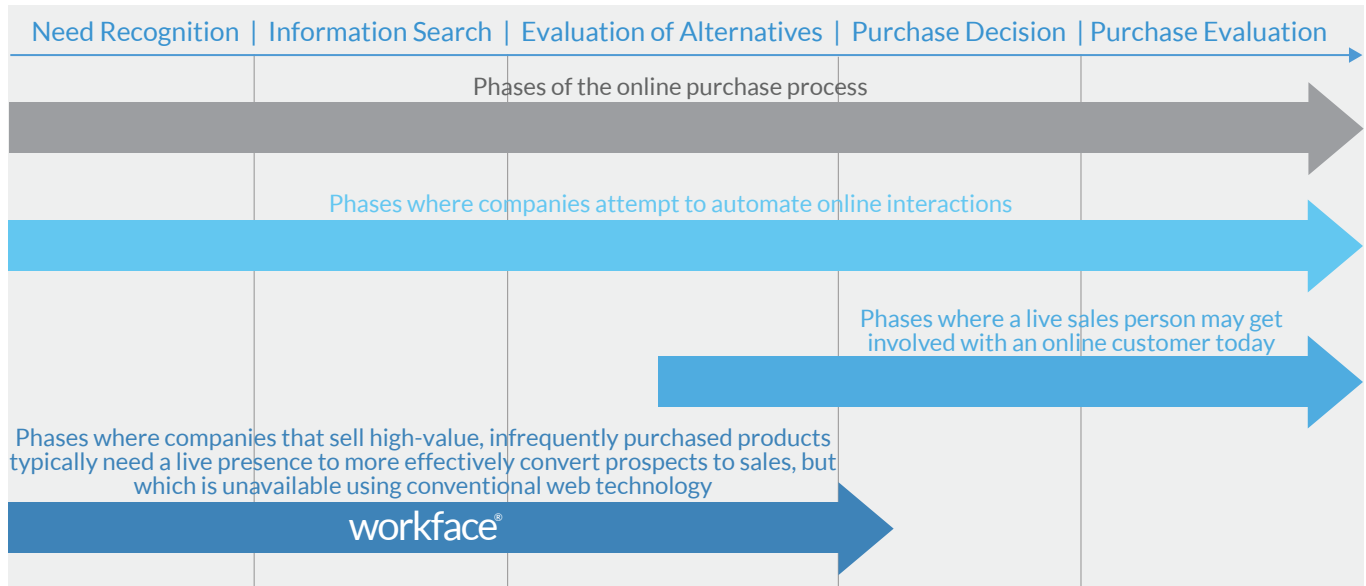
What's needed is a way to humanize the web for effective online-to-offline sales processes. Social networks and online chat tools have tried to address this, but they have limitations. Technology needs to be applied in a way that lets buyers find and engage with the right people within organizations to facilitate online-to-offline sales.

As a result, workface created a solution that combines live agent profiles, customer-initiated engagement capabilities, real-time text/audio/video communications, profile distribution capacity, and a real-time agent/customer interface that works across desktop, mobile and tablet devices.

Workface enables sales and service professionals to be “virtually present” during a prospective customer's first online interaction with your products and services; answering questions, building trust and starting relationships. By using workface technology, companies are finding they increase their web-based rate of interaction and engagement, improve conversion rates and time-to-sale, and win more business while retaining more customers.

**workface.com**

# The Online Purchasing Phases & Where a Human Sales Presence Exists Today



## Benefits of Workface

- Earlier sales engagements (fulfilling customers need for trusted, human contact)
- Faster time to sale (moving engagements to the offline meeting to close sale)
- Improved marketing dollar sped (reducing cost of sale)
- Aligning sales force to “in front” of the Internet, not “behind” it
- The use of control modules for sales force to utilize corporate marketing assets & collateral
- Supporting sales force efforts towards 1:1 engagement, humanization & trust

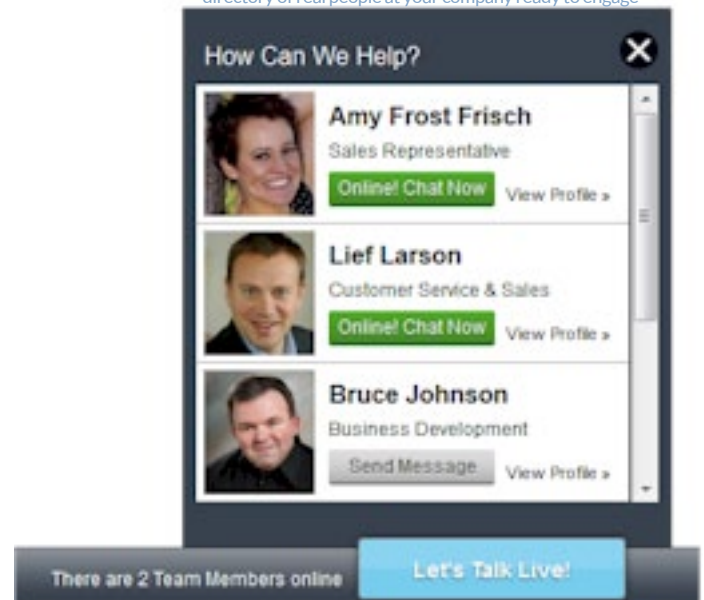
“There are two things your website should do well: execute a solid call to action and give people a way to connect with you further.”

## How Workface Works

In the offline world, your people greet customers at your front door or on the phone. On the Internet, Workface keeps the one-to-one experience intact by providing a digital profile that is:

- Media-rich, giving prospective customers an opportunity to easily find the right person at your company to do business with.
- Interactive, to encourage prospective customers to communicate with your team directly within the Workface profile.
- Portable and able to be “digitally displayed” on corporate websites, social media sites, blogs, search engines and paid advertising.

Customers who enter your virtual front door see a directory of real people at your company ready to engage



# Reaching Across the Web to Connect with Customers



## About Workface

Workface, Inc., headquartered in Minneapolis, MN., is a technology company that helps other companies market their products and services by promoting their employees' expertise and helping their staff engage with prospects online and in real time. Its customer-initiated engagement platform enables sales and service professionals to create interactive profiles wherein they can chat with prospective customers and move them to the next stage in the buying process. More than 80,000 professionals in over 2,500 companies use Workface.

# Are You Available Where and When Customers are Looking for you?



Contact Mike Ross  
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or visit Mike at [workface.com/e/michaelross](http://workface.com/e/michaelross)  
Click the Chat Live button to chat with Mike, schedule a live demonstration or send him a message.

workface is available for

