

The Journal for Wholesalers, Resellers, and Agents of Communications, Computing, and Content Services

[Home](#) • [Current Issue](#) • [Archives](#) • [Carrier Channel](#) • [Reseller Channel](#) • [Partner Channel](#) • [eChannel](#) • [T@G](#) • [C,R&A Sourcebook](#) • [PHONE+ IP](#) • [Industry Directory](#) • [Industry Events](#) • [Employment Hotline](#) • [Writer's Guidelines](#) • [Advertise in Print](#) • [Advertise on Website](#)



about **US**

[Partner News](#)

[Subscribe](#)

[Media Kit](#)

[Reprints](#)

[List Rental](#)

[Contact](#)

[Resource Directory](#)

SIGN UP FOR THE  
**PHONE+**  
**FREE**  
EMAIL NEWSLETTER

Subscribe

[Latest state, federal  
regulatory compliance  
actions.](#)

**MILLER  
ISAR**  
REGULATORY COMPLIANCE

partner **SITES**

**XCHANGE**

Posted: 8/2004

partner **CHANNEL**

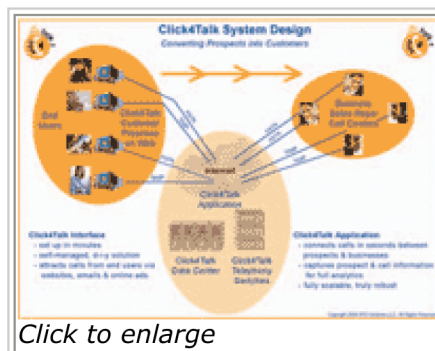
## Click, Talk, Sell

### Web CRM-Made-Easy Offers Simple Channel Sale

By Khali Henderson

*Click4Talk this year rolled out a Web-based click-to-talk service designed to instantly connect online shoppers with customer service or sales representatives.*

What's new about that? On the surface, it sounds pretty much like the same offer you've been hearing about for the last five years. But David Landa, Click4Talk's vice president of sales and marketing, says it's different in some key ways: One, it's easy to set up; it takes about five minutes. Two, it's completely hosted, so there's no hardware or software to buy, install or manage. And, three, it's cheap; retail price is as low as \$29.99 per month plus a nominal setup fee.



[Click to enlarge](#)

This combines to make a particularly simple sale for agents, one of the company's distribution channels. The company also sells the service directly and through resellers under a two-tier white-label program. Licensing options for the software also are available.

Click4Talk embeds phone links within Web sites, e-mails, banners, search results and Internet ads. With one mouse click, PC users are greeted with a pop-up window that enables them to be connected live to representatives.

Initially it was available only as a phone-to-phone service, but in May, the company again added a PC-to-phone version.

Click4Talk's phone-to-phone service is available under three pricing plans: 100 minutes for \$29.99 per month and a \$99 setup

web **LINES**

09/15/2004

[DSCI, Verizon  
Strike Wholesale  
Agreements](#)

[Cirilium,  
PhoenixSoft  
Strike Accord](#)

[BillSoft Releases  
Solution to  
Simplify Tax  
Filing](#)

[Universal Access  
Announces Tool  
to Help  
Customers  
Manage Private  
Line Circuits](#)

09/14/2004

[Callipso Files for  
Bankruptcy  
under Chapter  
11](#)



[More Hot News](#)