



FOR IMMEDIATE RELEASE:

24-7 INtouch Launches Expanded Line of Live Online Support Services: Live Web Chat, Web Push, Online Callback Request, and Real time Email Response

Toronto, Ontario. August 27th, 2004 – 24-7 INtouch, an award winning call center outsourcing company, is now offering clients online support services such as Live Web Chat, Web Push, Online Callback Request, and Real time Email Response. The company is partnering with InstantService to offer real-time, web based communication solutions to help our clients increase sales, lower costs, and raise customer service levels.

"With the rapid growth of online retail sales, the pressure on Internet retailers to increase their web sales and conversion rates are so important to their success," says Greg Fettes, President and CEO of 24-7 INtouch. "By adding live chat to our clients' websites, we can assist them in decreasing shopping cart abandonment, increasing conversion rates, and realizing a rapid return on their investment".

Although the market use of live chat services is still small, the future upside potential is very high. Forrester Research Inc. forecasts steady growth in the use of live chat in customer service strategies; in 2003, 30% of online buyers used live chat for customer service (Demery, 2003). Also, Forrester says that "acceptance of live chat will grow 'as online chatting teens grow up', to represent 59% of online buyers in 2007" (cited in Demery, 2003). Consumers are starting to demand instantaneous live service during their buying process, as they do not want to wait on hold on a customer service line.

24-7 INtouch recognizes the long-term advantages to offering live customer service solutions as part of their service line. The trend towards higher service expectations on the Internet will drive the demand for customer service features such as live chat. 24-7 INtouch is dedicated to becoming the leader in live chat industry, and will leverage the advantages of being one of the first to aggressively offer integrated multi-channel contact center solutions.

For more information on InstantService solutions visit: www.instant-service.com.

About 24-7 INtouch

24-7 INtouch is a multi-channel call center outsourcing company that provides practical and affordable customer relationship management solutions across various industries. Using the most advanced technology in the industry and Certified Sales and Customer service eReps, 24-7 INtouch is dedicated to helping clients increase their sales and strengthen their customer service. Currently, the company's primary products are the outsourcing of inbound call center services and live online customer support solutions such as Live Web Chat (www.24-7intouch.com).

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Demery, P. (2003) "Getting Personal". *The Internet Retailer*, October. Information retrieved on May 31, 2004, from <http://www.internetretailer.com/article.asp?id=10324>.