

ANDROME^{NY}
YOUR PARTNER IN INNOVATIVE ICT

Direct Communication to enhance
your Customer Relationships

Kristof Thys
Business Development Manager
ANDROME

ANDROME

- Innovative ICT
- Founded in 1990 as spinoff of Hasselt University
- 45 ICT professionals
- Based in Belgium and Spain
- Domains:
 - Telecom
 - E-Business
 - Interactive Multimedia



Overview

- Case: Webshop Archonia
- Direct Communication Enhancements
- Intellivic Click2Call
- TalkerBee
- Benefits

Case: Webshop Archonia

➤ Largest European E-Shop selling Manga and Anime Articles

ARCHONIA.COM
Your favourite Online Anime & Manga Store

General Content
Adult Content

EN / FR / ES / NL / DE € \$ £

HELP BASKET ACCOUNT WISHLIST CONTACT

START

Search GO Adv. Search


Status: Logged off

Returning customer?
▶ Click here to log on.

New customer?
▶ Click here to register.


Our picks

Transformers Encore 12 - Metroplex Action figure



EUR 72.26
VAT Incl

Ikki Touden Dragon Destiny PVC Statue - Kanu Unchou Gold Armor







EUR 69.61
VAT Incl

Latest Archonia News

- 10/20 : Product New: Final fantasy & Kingdom hearts 2 Action figures: Preorder
- 10/18 : Product New: Transformers MP-08 Grimlock, Classics/Henkei, new Encore: Preorder
- 10/18 : Product Update: US products: Confirmed releases
- 10/18 : Product Mise à jour: Manga français: Nouveautés
- 10/18 : Product Update: Anime DVD: Recently arrived
- 10/18 : Product Update: English TPB-Manga & Novels: Recently arrived
- 10/18 : Product Update: English illustration books & magazines: Recently arrived
- 10/18 : Product Update: Nederlandstalige manga: Recent gearveerd

[More news...](#)

New arrivals

 <p>Queen's blade The duel trading... EUR 2.00 VAT Incl</p>	 <p>Queen's blade The duel trading... EUR 15.98 VAT Incl</p>	 <p>Queen's blade The duel trading... EUR 15.98 VAT Incl</p>	 <p>Fruits basket boek 03 NL EUR 5.60 VAT Incl</p>
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- Neon genesis evangelion boek 04 NL versie
- Gals boek 01 Nederlandse versie
- D.N. Angel boek 05 Nederlandse versie
- Claymore tome 10
- One Piece Bookends
- .Hack//XXX vol 02 GN


Coming soon

- 21-10-2008 : Classical Medley vol 01 GN - EUR 7.66 VAT Incl
- 21-10-2008 : Gon vol 06 2nd edition GN - EUR 4.59 VAT Incl
- 21-10-2008 : Magical witch Punie chan DVD - EUR 17.46 VAT Incl
- 21-10-2008 : Bleach profiles - EUR 11.60 VAT Incl
- 21-10-2008 : Genshiken official book - EUR 13.12 VAT Incl
- 22-10-2008 : Histoire des 3 Adolf Deluxe tome 03 - EUR 18.45 VAT Incl
- 22-10-2008 : Dragon quest tome 11 - EUR 5.51 VAT Incl
- 22-10-2008 : Ichigo 100% tome 15 - EUR 5.51 VAT Incl
- 22-10-2008 : Mélancolie de Sumiré, la tome 02 - EUR 6.38 VAT Incl
- 22-10-2008 : Warcraft legends tome 01 - EUR 6.47 VAT Incl

Your shopping basket

Your shopping cart is empty. You can add articles by clicking on the "add-to-cart" button situated next to each article.

Need help?



You're new to Archonia? Check out our extensive help manual to find an answer to all your questions.

- ▶ archonia.com - your user
- ▶ archonia.com
- ▶ archonia.com - our catalog
- ▶ items & availability
- ▶ ordering at archonia.com
- ▶ managing your orders
- ▶ handling and delivery details
- ▶ payment details
- ▶ varia

Webshop Archonia

➤ Typical User-Actions

- Searching and buying articles
- Shopping cart functionality
- Posting Comments and Reviews

CRM

- Built-in CRM system
- Typical Questions
 - Missing orders
 - Payment questions
 - Questions on articles

Facilitating CRM

- F.A.Q. section
- Contact
 - Email-form
 - Fax
 - Regular Email
 - (Telephone)

CRM causes some trouble

- The same questions keep popping in
 - No Forum-Blog
 - Solutions available
 - Static F.A.Q.
- Integrated communication?

Webshops

- Archonia is a standard case
- Most existing webshops show similar functionality
- CRM Problems
 - Same questions keep coming in
 - Frustrated support desk
 - Service level goes down

Enhancements

⇒ We want to

- Enrich user experience when having problems
- Facilitate Helpdesk
- Enhance Community

What do we add?

- Build user-context
- Offer direct communication possibilities
- Easy extendable F.A.Q.
- Suggestive Links
- Community Support

Build User Context

- When a user browses the website, an automatic context is built
 - Which pages visited
 - > Has this user been in the F.A.Q.?
 - How long on which page
 - > Interested in which articles?
 - What's in his shopping cart?
 - Previous orders?

Integrated Communication


- We add integrated communication to the webshop
 - Presence and Instant Messaging
 - TalkerBee
 - Audio/Video Call
 - Intellivic Click2Call

TalkerBee

➤ Website Integrated Presence and IM

Season 24 [5/63] - 25 Jun 2008 - 09:29:18 CET

Can you manage it ?

You are logged in as:  [OscarCookie](#)

Set Online/Offline/... status

Date	From	
Fri 4 Apr 2008 (09:27 CET)	 Sjarel	Congratz on your promotion !
Fri 4 Apr 2008 (09:22 CET)	 Isis	WoWee! Great job. Congratulations!
Fri 5 Oct 2007 (16:31 CET)	 EbaIba	Suc6 komend seizoen, zal pittig word
Tue 14 Aug 2007 (14:38 CET)	 EbaIba	Gisteren SPFA geinstaleerd en het is proficiat dat je zoiets voor elkaar heb
Thu 12 Jul 2007 (22:48 CET)	 Mr Charlie	Ik heb je al beter weten doen :p het blijft natuurlijk A ^^
Mon 11 Jun 2007		My dear Oscar, THDAY!!!!!!!!!!!!!!

Presence integrated in website

 /\@n Fr3|)
 ie6
 Johnny.
 Pepe2
 safari
 sakis1
 sigrid
 **online (7)** conversations (2)

See who else is online

- Bring website to life

TalkerBee

- Direct Communication
 - Instant Messaging
 - Inside your browser
- User Experience:
 - Browsing still possible
 - Customizable skin
- No End-User Installations

The screenshot displays a web browser interface for a football manager. On the left, a sidebar shows the team 'OscarCookie' with a budget of € 9,71 M and a list of players with their positions and statistics. The main area is titled 'Managers online' and features a chat window for a manager named 'Sigrid'. The chat window shows a conversation between 'Sigrid' and 'OscarCookie' from Wednesday, June 25, 2008. The messages are: 'Hi Sigrid!!', 'hey oscar', 'Everything ok with your team?', 'Well, it could be better, but the last game we won 😊', and 'Great! I've lost 5 in a row 😊'. A 'Send' button is visible at the bottom of the chat window. A banner for 'Bespaar tot 75€' is also present in the chat window. The footer of the chat window reads 'Powered by Talkerbee'.

TalkerBee in Archonia



Usually ships within 48 hours

Our price : EUR 15.61

All prices are VAT Incl



Article code : KAZ-GWLD0001
Category : DVD
Mediatype : DVD - PAL
Language : Japanese
Subtitle language(s) : French, Dutch, German
Region(s) : 2
Publisher : Kaze NL

Series information:

Name : Girl Who Leapt

Series author : Hiroshi

All information on this item (including description, picture, price, release date and weight) is subject to change without prior notice.

User Reviews

Reviewer: Piggy

Location: Nederland

Rating: ★★★★★

In short: The girl who leapt through time

This movie is absolutly amazing!

Its one of the first anime's i will ever rate a 10/10

The artwork is great, the story is great, the characters are great, the music is great. The only bad point is the ending that is kind of abrut. But this movie is woth wile!

Reviewer: Donkey

Location: Belgium

Rating: ★★★★★

In short: Une belle histoire d'amitié

J'ai eu la chance de d'abord voir ce film dans une salle de cinéma, et puisque j'ai bien aimé, j'ai décidé d'acheter le DVD.

L'intrigue est assez classique, mais la façon dont certains problèmes sont abordés sont bien trouvés, comme les sauts dans le temps ;)

Les personnages sont attachants (et dessiné par Sadamoto), très chouette histoire avec pas mal d'humour.

Le seul petit défaut c'est l'emploi de 3D dans quelques scènes, j'aime pas trop dans cet univers purement 2D.

Reviewer: Bunny

Location: USA

Rating: ★★★★★

In short: Amazing anime

I loved it, the story is wonderful and even a little magical, even though it's set in the present world. It's true that the story itself is akready a common subject for movies:

Need help?



You're new to Archonia? Check out our extensive help manual to find an answer to all your questions.

||| Archonia Instant Help

||| archonia.com

||| archonia.com - our catalog

||| [items & availability](#)

||| [ordering at archonia.com](#)

||| [managing your orders](#)

||| [handling and delivery details](#)

||| [payment details](#)

||| [varia](#)

TalkerBee in Archonia

Gad guard vol 02 Corrupti...
Gad guard vol 03 Persona ...
Tokyo
Zatoic

Archonia

accorhotels.com

ind

YOU C: Bunny - Wednesday, October 22, 2008 10:27:07 AM
article Hello,
could I get some more details on my order?

Archonia - Wednesday, October 22, 2008 10:27:24 AM
leco Sure! Just a sec

review Send

Powered by Talkerbee

nd We will give you a reward:

er month you can write as many reviews as you want!
Of course only one per article and only your first 4
reviews we accept in a given month will be rewarded
with points.

Every month, you will receive **25** Archonia Points for the
first 4 we accept.



Maar zo'n gave is niet altijd zonde
100 min., 16:9 Widescreen, Japan

Usually ships within 48 hours
Our price : EUR 15.61

All prices are VAT Incl

Add to wishlist

Add to basket

Article code :

Category :

Mediatype :

Language :

Subtitle language(s) :

Region(s) :

Publisher :

Series information:

Name : [Girl Who Leapt](#)

Series author : [Hiroshi](#)

All information on this item (including

User Reviews

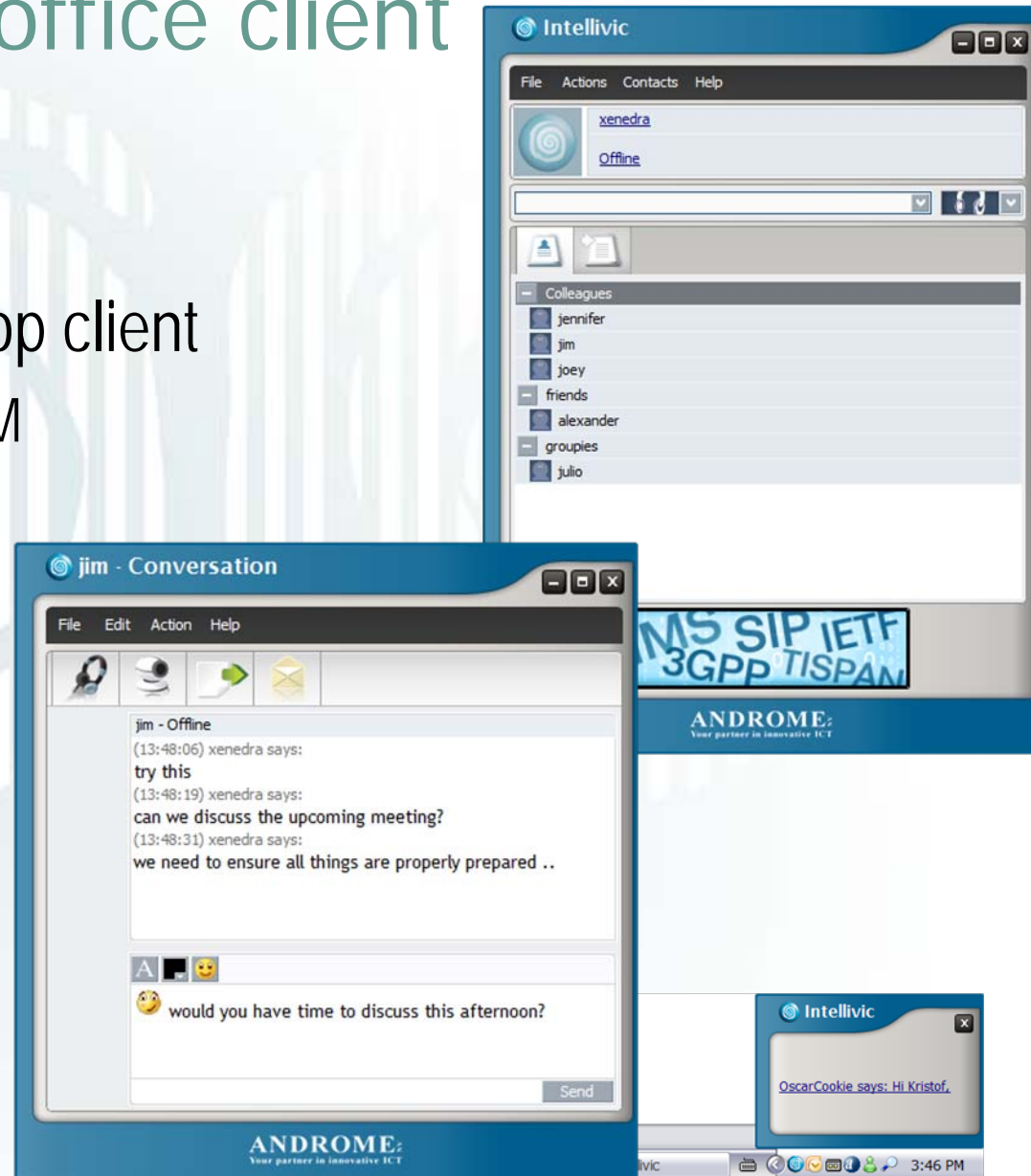
Reviewer: [Pingu](#)

Loc

Helpdesk: Backoffice client

➤ Intelliviv Softphone

- Convenient Desktop client
 - Direct Link to CRM
 - Message History
 - Call-Recording
 - Notifications
 - Auto-replies



TalkerBee

- Adds direct communication to Helpdesk users
- Adds the possibility of visitors chatting with each other
 - Reviewers/Commenters
 - Ask more info about articles
 - Community Service

Intellivic Click2Call

- Service to allow Audio/Video calls from a website
 - To a fixed location e.g. helpdesk
 - To selectable predefined locations e.g. sales/support/...

mail: click2call@intellivic.com

web: click2call.intellivic.com

click on the image to call us



Need information? Call us!

ANDROME NV

Wetenschapspark 4

3590 Diepenbeek, Belgium

Tel: +32-(0)11- 30 13 30

Fax: +32-(0)11- 30 13 31

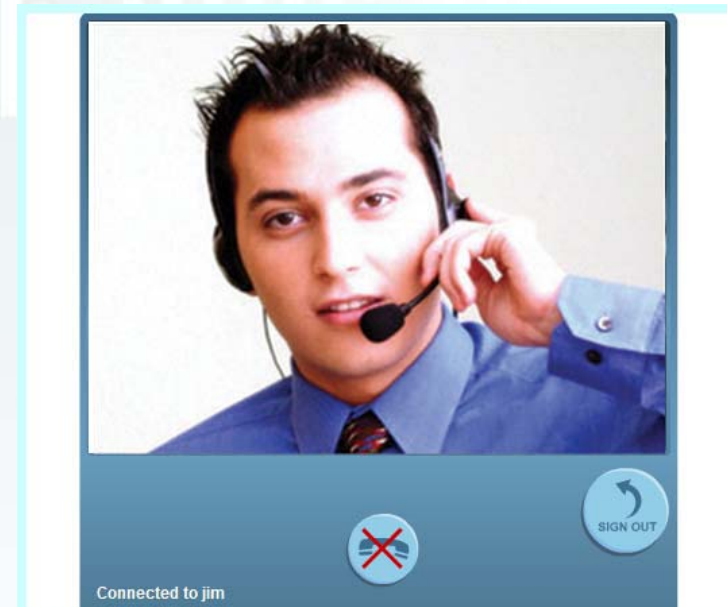
URL: <http://click2call.intellivic.com>

Email: click2call@intellivic.com



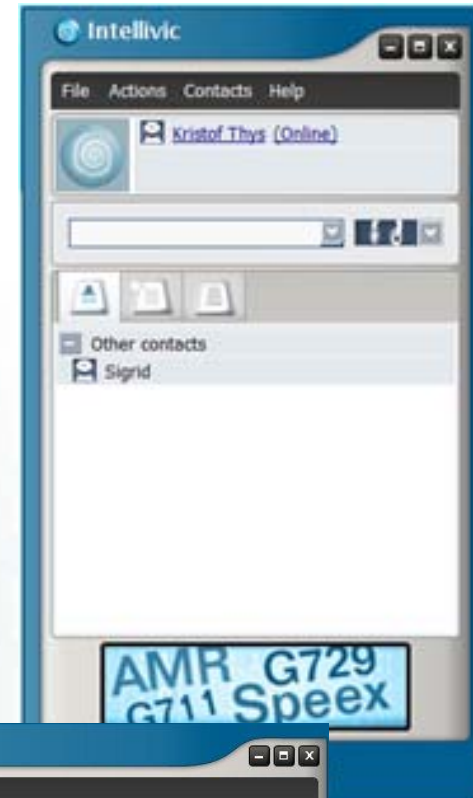
Intelliviv Click2Call

- Integrated in the website
- Flash-based
- Using: headset and/or webcam
- No typing of telephone numbers



Helpdesk

- Can use the Intelliviv Softphone
 - Link to CRM
 - Recording
 - Link to external application
 - Notifications
- One-stop-application



End-User Benefits

➤ Ease-of-Use!

- Everything is completely integrated in the website
- No external tools
- No installation (Flash is installed 99%)
- No sharing of private data (email, telephone nr)

➤ Better service

- Context is immediately transferred to helpdesk
- Better understanding

Helpdesk Benefits

- Interconnection!
 - Helpdesk uses one convenient application
 - Gets context from the end-user
- One-click CRM-tickets
- One-click Bug-tickets
- Easy extendable F.A.Q.

Helpdesk Advantage

- One-stop application



Benefits Portal Owner (e.g. Archonia)

- Users spend more time on your website
 - More hits, extra pageviews
- Users get connected to the community
 - More chance they will stick and return to **your** community
- Better end-user service
- Website comes to life
 - Next generation websites

Idea: Suggestive Links

- When a user checks out an article page for longer than e.g. 2 minutes
 - Discrete popup suggesting to contact a sales rep.
 - Chat-based: TalkerBee
 - Audio/Video Call: Click2Call

Conclusion

- TalkerBee & Click2Call
 - Direct Communication Enhancements to E-Commerce websites
 - CRM-facilitation
 - Build Community

Q&A

- Please visit ANDROME at stand F07
- Check out Live Demo's at our stand.