

WHY SEARCHGURU

BUSINESS DIRECTORY WITH TOTAL COMMUNICATION.

Information is the most important in any business. SearchGuru allows you to set up 24 hour presence of your business with your prospects and customers.

Your business benefits with additional enquiries and live contact from our 24 hour call centre facility.

Messaging services are cost effective ways for businesses to handle after hour calls or when staff are unavailable. One third of callers to your business will not leave a message if the call is answered by a voice mail. An answering service is more than just someone answering your calls, to your customer, we are your business.

Our live chat and express email support representatives can field support transparently as though they worked directly for your company. Questions can be answered; issues can be logged and registration keys can be issued. Our services allow you to make your support available to your customers 24 hours a day, 7 days a week!

CORE SERVICES

- ◆ 24 HOUR ENQUIRY CALLS
- ◆ 24 HOURS LIVE CHAT
- ◆ 24 HOURS EXPRESS EMAIL RESPONSE
- ◆ REAL TIME SMS
- ◆ CONTROL PANEL

IstNet Marketing Limited
8 Frisby Road, Leicester, Leicestershire, LE5 0DL
Company No: 05370636 Registered in England
VAT No: 886 9516 55

BENEFITS

- LIVE ENQUIRY CALLS - 24 x 7
- LIVE CHAT - 24 x 7
- EXPRESS EMAIL - 1 HOUR RESPONSE TIME

FEATURES

- BUSINESS DIRECTORY ADVERTISEMENT
- 24 X 7 BUSINESS PRESENCE
- NO INBOUND CALL CHARGES
- CONTROL PANEL
- REAL TIME SMS
- MEMBERSHIP CLUB
- PROMOTE PRODUCTS VIA CONTROL PANEL
- COMPANY LOGO
- MAPS
- BUSINESS CONTACT NUMBER
- BUSINESS EMAIL
- BUSINESS CONTACT NAME
- LOW COST EMAIL CAMPAIGNS
- PREMIUM LISTING
- CUSTOMER CARE
- FULL SUPPORT
- NEWSLETTERS
- WEBSITE DESIGNING

Tel: 08700.42.41.42
Fax: 0871.994.0275
E-mail:
info@Istnetmarketing.co.uk
www.Istnetmarketing.co.uk

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Go Guru!

SearchGuru agents are efficient, motivated and energetic. Their ability to handle client calls, chats and express email responses as if they were an extension of the your office is what separates SearchGuru from the average call centre.

Our training program is an essential and continual part of our company's efforts to provide our clients the best personal communications service available. Agents are hired based on experience and skill levels, with a special emphasis on displaying a " May I Help You " attitude.

LET SEARCHGURU WORK WHILE YOU RELAX



Advertise your business with confidence on SearchGuru Online Business Directory with total communication and let us take care of your out of office hours calls, chats and express emails.

We operate 24 x 7 x 365 and our qualified call, chat and express email response team will care for all your enquires and messages. SearchGuru agents are efficient, motivated and energetic. Their ability to handle client calls, chats and express email responses as if they were an extension of the your office is what separates SearchGuru from the average call centre.

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EMAIL WORKS

Let's make this really simple. Email just works. It's chaotic and overwhelming, but it works most of the time and there is no learning curve. Hence, people also use email when making enquires or when the wish to make a non-urgent contact.

SearchGuru provides EXPRESS EMAIL RESPONSE service whereby we respond to all emails sent to us via our web portal within 60 minutes and forward a copy simultaneously to your email box. Your prospect receives your company information within 60 minutes.

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DOES YOUR COMPANY PROVIDE 24 x 7 LIVE CHAT SUPPORT?

SearchGuru help online visitors who wish to obtain your company information. We find out what they need, exchange contact information.

SearchGuru will send an email transcript of the actual chat that took place between the visitor and our live chat support executive.

- ◆ Increase online sales
- ◆ Provide customer service
- ◆ Reduce operating costs

Let us initiate chats with your visitors from our business directory instantly. Identify your most valuable visitors from our business directory. You then can convert browsers into buyers!

We never miss an opportunity to chat and offer information to visitors online. Let's have a chat! www.searchguru.net

PUTTING IN CONTROL

CONTROL PANEL

SearchGuru provides you with Control Panel that requires login, you can set the times for us to accept calls, chats and emails on your behalf via our business directory.

Let us take your calls, chats and emails whilst you are on holiday or attending seminars.

Update products or services that you would like us to promote to visitors.

You may change mobile numbers that you wish to receive SMS's.



TO FIND OUT MORE, WHY NOT CALL US NOW ON 08700.42.41.42 OR WRITE TO US INFO@SEARCHGURU.NET

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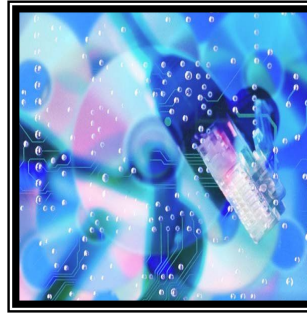
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CALL ANSWERING - HOW DOES IT WORK?



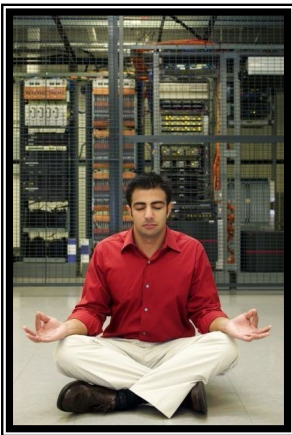
STAGE 1

Web visitor or a customer initiate a call at local and national rate and pays 10p per minute charge. Generally an 0845 number.



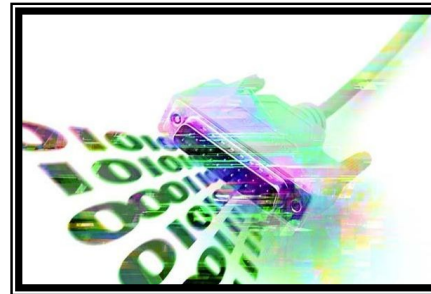
STAGE 2

The call is received at our Head Office and re-routed as VOIP to our call centres.



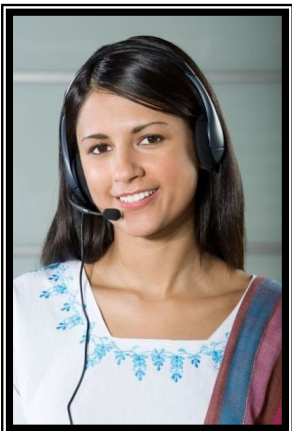
STAGE 4

The call is received and converted as voice file and sent across to the next available call executive



STAGE 3

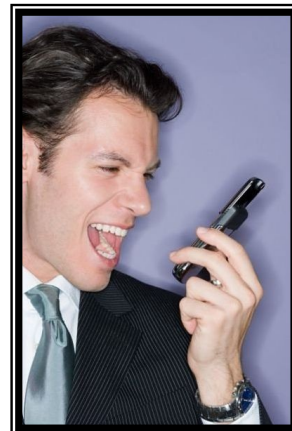
The call is routed as VOIP to one of our Call Centres. It moves to the server to be routed as voice call.



STAGE 5

Call Executive fields the call and answers questions to his or her best ability and available information on your control panel.

Call Executive obtains all contact details of visitor or customer and send an SMS (if selected in your control panel and an email in real time.



STAGE 6

You receive SMS (if checked in your control Panel) and email which provides full contact information and a brief discussion of the call.

It is your responsibility to follow up the message or enquiry and convert it to a business.

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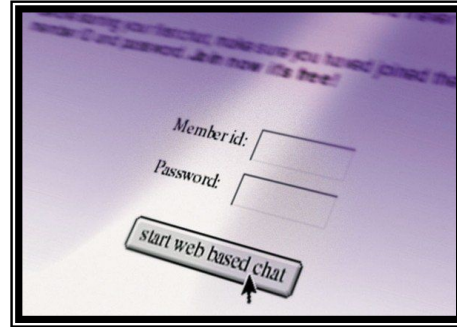
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LIVE CHAT - HOW DOES IT WORK?



STAGE 1

Visitor initiates a chat and registers with full contact details.
There is no cost involved and the service is available 24 x 7.



STAGE 2

Visitor login and start to chat with the next available chat executive. Maximum wait time is 30 seconds



STAGE 4

Our experienced chat executive provides necessary and available information and re-confirms visitors contact details.



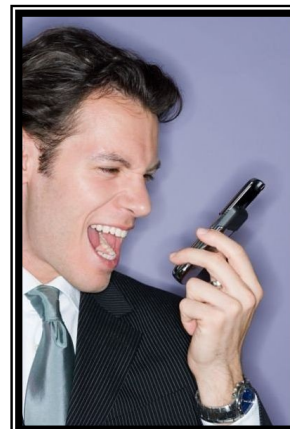
STAGE 3

Internet gateway kicks into action and directs the visitor to one of our call centres, the chat is connected.



STAGE 5

Once the chat has been completed the call executive sends a transcript of the chat to your email address in real time.



STAGE 6

You receive email which provides chat transcript including visitor's contact details and additional information that may be relevant to help you deal with the enquiry.

It is your responsibility to follow up the message or enquiry and convert it to a business.

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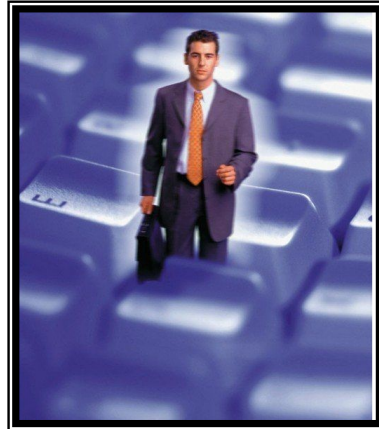
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EXPRESS EMAIL - HOW DOES IT WORK?



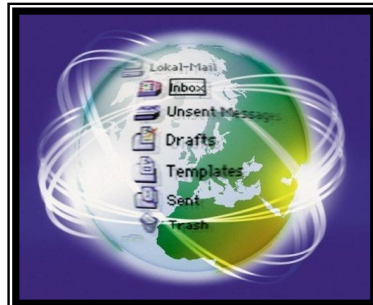
Visitor login and sends an email with enquiry with contact details.



Email is sent directly to our call centre where our Express Email Response Team is based.

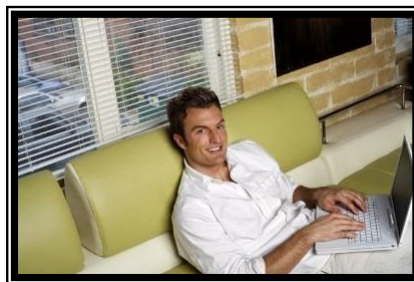


Email is responded with correct information with 1 hour. We include your company contact details.

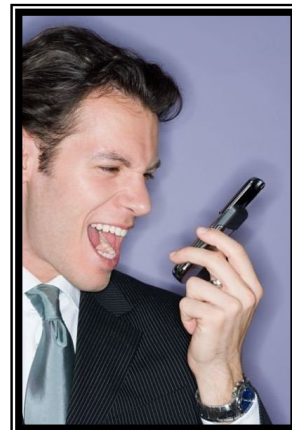


Email is received on secured servers.

Email is distributed to next available Express response team member.



Visitor receives an email response with 1 hour. Visitor may contact you since they are provided with details.



You receive a copy email that has been sent to the visitor.

Visitor contact details are included.

It is your responsibility to follow up the message or enquiry and convert it to a business.

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Go Guru!

SEARCHGURU OFFERS A LOT MORE - HOW DOES IT WORK?



BUSINESS LISTING: At £595.00 + VAT per annum we offer Live Calls - Live Chats & Express Email Response. Advertise your business on our Business Directory and let us take care of enquiries even after office hours at no additional cost.

Our directory allows you to publish up to 3 (Three) Employee names and contact numbers, prospects feel confident when they know who to call. We offer 24 x 7 x 365 Call Centre facility to field your enquires.



CONTROL PANEL: It allows you to monitor your advertisement, contact names, contact numbers and product or service promotion.

You can access control panel online and alter company details and where you would like your SMS directed. Allow us to promote your services and products and make changes as required. Inform your clients and prospects if you are away on holidays. In short, you are in control.



MEMBERSHIP SCHEME: Offer discounts to our club members and get a high ranking placement on our directory. Unlike other directories we do not charge you extra for high placement of your advertisement, all registered membership scheme clients automatically are placed on alphabetical high ranking position.

We also offer up to 5 discount cards per advertising company at no cost. Retain existing clients and attract additional business.



SMS - BE INFORMED: Be in control of your enquires. SearchGuru will send real time SMS once contact details have been obtained from a prospect or a visitor.

SMS will contain prospect or visitors name, contact number and email with a brief message of their enquiry. You may change the number where you wish to receive SMS's through control panel when you are in meetings or away on Holidays. Never miss a enquiry again, even after office hours.



CUSTOMER CARE TRAINING: SearchGuru offers one-day **free** customer care training.

Again to give you true value we have built in 60 days of FREE support, this means you will have unlimited email access to a Training Coach to help you progress and apply the skills learnt at the training workshop . Please call 08700 42 41 42 for further information.