

Welcome to Friend2!

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Friend2 is a provider of online friendly marketing functions. Our hosted software enables companies create and sustain premium levels of customer trust and friendliness thus increasing sales, satisfaction and loyalty while reducing service costs. Friend2 WebChat service is a communications platform that allows the business owner to monitor website traffic in real time and actively engage with potential customers in a text web based chat, similar to IM. It facilitates real-time sales, marketing and customer service.

Friend2 is the manifestation of what we call Friendly Marketing. We are creating an online service that adds an innovative marketing and customer relationship management functionality to existing websites by providing real time visitor contact and monitoring capabilities

Our technology supports and manages a key online interaction in a cost-effective and secure environment. Blending leading technology, a deep understanding of consumer behavior and industry best practices to create more relevant, compelling and personalized online experiences. Friend2 maximizes the marketing impact of the online channel as we bridge the gap between visitor traffic and successful online conversions.

As an application service provider (ASP), Friend2 provides solutions on a hosted basis, which offers benefits including low up-front costs; fast implementation; low total cost of ownership (TCO); scalability; cost predictability and relatively effortless upgrades. Our modular applications can be implemented with little or no client investment in server infrastructure or IT resources.

BENEFITS IT BRINGS TO BUSINESS

Our friendly marketing functions deliver immediate and tangible return on investment by enabling clients to

- Maximize revenue opportunities, improve online conversion rates and reduce abandonment rates
- Increase customer satisfaction, retention and loyalty
- Deepen relationships and reinforce B2C intimacy
- Tap into the next generation of costumers
- Provide support to the web site visitor
- Reduce operating costs and increase productivity

The software that we are developing -Web based Chat for CRM/marketing purposes- will enable time efficiency, dynamic automated capability, cost effectiveness, and emotional satisfaction to our clients' customers. It opens a new channel of communication between business and customers, which runs complimentary to existing CRM channels, such being voice/voip, email, and self-service.

Friend2 communication channel service will contribute to increased levels of B2C/B2B intimacy and thus enhances further customer reach, customer loyalty, and customer intensity.