



E-Business Perspectives Special Interest Group (SIG) Presents

Increase Interaction on The Web With Live Voice Link

At our last meeting, our speaker noted that trust and convenience are among the main reasons people don't buy on the Web. This month, Mr. Phong Nguyen of LinkUp Service, Inc. will discuss how Web-based phone link service can be used to increase trust and convenience which lead more people to buy over the Web.

The goal of most commercial Web site is to get Web prospect to interact with the company, exchange information, and eventually buy. Because the users cannot see, hear, or interact with the company's "anonymous" Website, they are reluctant to "reach out" and ask for information, build trust, and eventually buy.

Web-oriented companies that pride themselves on customer service such as Land's End are starting to use a web-based phone link service that allow users to quickly and conveniently talk to a company representative over the phone by pressing a button on a webpage. This service requires only an available telephone line from the user, and thus is instantly accessible widely.

Mr. Phong Nguyen will discuss the phone link service industry, the technology behind it, and its impact for the Web business. As part of his presentation, Mr. Phong Nguyen will provide a live demonstration of his phone link service.

SUMMARY:

What: Phong Nguyen to present, "Increase Interaction on The Web With Live Voice Link"

When: 6:30 - 8:00 PM, Thursday June 19, 2003

Where: Cypress Semiconductor, 198 Champion Ct., San Jose, CA. 198 Champion Ct., Building 6, San Jose, CA 95134.

Who: Open to the general public.

ABOUT MR. PHONG NGUYEN

Prior to founding Beyond Access Communications and LinkUpService, Mr. Phong Nguyen worked as Business Development Manager for Cisco Systems, responsible for their strategy and investment in the communications marketplace using VoIP technologies. Before that, he was Cisco's Principal eBusiness Solution Architect in the Customer Care area. He helped created the Contact Center solution for Cisco. He also has over 21 years of experience building and operating Customer Service and Support for companies in the bay area such as 3Com, US Web, Hal Computer Systems, and others.

ABOUT THE SILICON VALLEY WEB GUILD

The Silicon Valley WebGuild is dedicated to the education and professional development of the bay area Internet professionals. The Guild is comprised of Web professionals who benefit from the topical discussions and presentations at each monthly meeting and the rich networking environment provided at each meeting. There is no fee for attending the meetings.

The E-Business Perspective Special Interest Group (SIG) focuses on web-related issues that affect the way people conduct business over the Internet. Some topics of discussion are marketing, sales, security, information management, and legal concerns. The E-Business Perspective SIG meets monthly often with guest speakers to lead a topic.

Contact:

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