Click-to-Connect

A new way to connect with your customers

With the evolution of digital usage, online customers and users increasingly seek interactions that are faster, more personalized, and relevant to them.

While traditional contact forms still serve as a relevant entry point, they have significant limitations, particularly the lack of real-time interaction, which has become essential in today's user experience.

Click-to-Connect (C2C) is the solution: a customer engagement platform that transforms static websites and WhatsApp conversations into real-time, interactive channels. With C2C, businesses can answer inquiries instantly, route them to the right person and build stronger, more efficient customer relationships.

C2C empowers companies to meet modern expectations by combining web chat, WhatsApp and unified communication tools in one place.

With C2C, you can:

· Engage with customers the moment they reach out
· Route inquiries efficiently to the right agents
· Escalate conversations from chat to audio or video
· Provide flexible, multichannel options easily

C2C doesn't just improve communication—it turns every interaction into a business opportunity.

Features	Description
Multichannel communication	Manage all customer interactions from a single platform—whether they're initiated via website or WhatsApp. Customers choose their preferred channel, ensuring convenience and accessibility.
Instant agent engagement	Agents receive inquiries in real time and respond efficiently using the Rainbow™ by Alcatel-Lucent Enterprise unified communication platform. Smart routing ensures customers are connected to the most qualified agent based on inquiry type or skill set.
Flexible escalation	Conversations can escalate smoothly from chat to voice or video calls, providing richer engagement without switching tools.

Datasheet
Click-to-Connect

Features	Description
Active website channel	Transform your website into a live communication hub, turning passive forms into dynamic, real-time conversations.
Agent efficiency	All interactions are managed from a single Rainbow client, streamlining workflows and improving service quality.
Privacy	Customer interactions occur in temporary Rainbow "bubbles," which automatically delete conversation data after a set period, ensuring privacy and compliance.

Easy administration and management

C2C comes with a powerful administration interface that makes setup and management simple:

- Configure skill-based routing rules to match customers with the right agents.
- Edit and preview web form interactions before publishing.
- Integrate your WhatsApp Business accounts directly.
- Design tailored interaction flows to guide customers smoothly.

With these tools, your teams remain efficient and your customers enjoy their journey

Why choose Click-to-Connect?

- Modern customer engagement requires speed, flexibility and security. C2C delivers: Instant, seamless, private conversations
- Unified communication across multiple channels
- More efficient workflows for agents
- A cost-effective way to modernize the customer experience

With Click-to-Connect, you can transform every inquiry into an opportunity. By unifying channels, enabling real-time engagement and protecting customer data, Alcatel-Lucent Enterprise helps you create stronger relationships, improve satisfaction and stay ahead in a digital-first world.

Subscription and pricing

C2C is available on-demand, with fast setup and no substantial infrastructure investment.

- Subscription: €20/month per website integration (WPL)
- Quick start: Setup and administrator account created within 24 hours of subscription request

C2C is an affordable solution for businesses of all sizes looking to upgrade their customer engagement.

To learn more about Click-to-Connect, visit: https://www.al-enterprise.com/en/rainbow/contact-us

Alcatel·Lucent Enterprise