

Azurn launches one-click conferencing marketing tool

Service will allow advertisers and businesses to offer free customer service calls at the click of a link.

[Dylan Bushell-Embling](#) 25/07/2008 10:20:31

Azurn has launched a new online marketing tool designed to bridge the gap between Web and voice.

The product, which has been named Merlin, uses technology known as click-to-connect which allows Web browsers to launch a free telephone or video conferencing call at the click of a link.

Customers can choose to take the call on their Web phone, mobile or land-line phone.

Customer service specialists the UCMS Group (ASX:UMS) is in the process of adopting the technology for use on its Web site.



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