



GLOBAL SOLUTIONS FOR ONLINE SUCCESS



Live Audio Video Chat

Talk to the visitors of your site; offer them the possibility to talk to you! See you and to see them.



Live Online Presentaion

Invite your audience to participate in your meeting. Solve customer problems quickly and easily using our

LIVE PRESENTATION BOARD & INTERACTIVE WHITE BOARD.



Live Co Browsing and Data Center

For more comprehensive interactions, WMS introduce two-way, "follow me" web browsing so that agent

and customers can lead each other to specific web pages for faster issue resolution.

WORLD MEDIA SERVICES AWARDS WON IN THE FINANCIAL INDUSTRY

From Videomsn (Video Marketing Support Network), we support internet marketing needs through live multi-way video. Videomsn offer a convenient alternative, a high quality, cost-effective and easy-to-use video conferencing solution for every business.



December 2006: Financial Innovation of the year 2006 in the Netherlands, Hypotheekcongres
March 2007: Best European Financial Product & Distribution Method, EFMA (European Financial Management and Marketing Association)

In 2005 and 2006 World Media Services introduced Salesadvisor as the Internet sales tool for SNS Bank.

With annual revenues of nearly €3.5 billion, SNS Bank is the banking division of SNS REAAL Groep N.V., a leading Dutch financial services company headquartered in Utrecht, the Netherlands. With 3,300 employees and 170 offices throughout the country, SNS Bank is the fifth largest bank in the Netherlands.

The idea to develop an online mortgage advice service grew out of the desire to create a stronger footprint in the Randstad, a densely populated area in the western region of The Netherlands. As SNS Bank did not possess an extensive retail network in that area, it had to choose between opening additional offices or enhancing its online services. With real estate prices and employment costs at an all-time high, the decision was an easy one.

SNS Bank choosed the Salesadvisor Platform from World Media Service as a means to directly sell mortgages. This in an interface that incorporated chat, file sharing, co-browsing, video, and voice.

"From an advisor's perspective, the biggest advantage of Live@dvies is that it makes the mortgage process easier to understand for customers," says Eep Braafhart, responsible for direct sales at SNS Bank

"Because the application is so visual and well structured, you can always go back and retrace a few steps. What's more, with Live@dvies it only takes half an hour from the start of the advice session to the moment a customer can print a mortgage proposal. That's a huge advance over traditional house calls, where it can take days before customers have proposals in hand."

Related links:

www.artmarketing.nl/index.php?option=com_content&task=view&id=124&Itemid=61 - 23k
www.snsbank.nl/index.asp?navigationID=774