



Besttoolbars CASE STUDY

THE COMPANY

Skype is a leading provider of software applications that enable people across the globe to communicate and collaborate in real-time. Skype solutions are currently available in 28 languages, and are used in almost every country around the world. For more information about the company, visit www.skype.com.

THE CHALLENGE

While most of the services provided by Skype are free to end users, the company drives revenues through its premium offerings such as inbound and outbound calls to landline and mobile phones, voice mail, and call forwarding. Skype wanted to further boost sales by making its SkypeOut solution more compelling to customers. In order to do so, they had to find a way to increase the simplicity and speed with which phone calls could be made from the Web.

THE SOLUTION

When Skype needed to extend the functionality of its primary offering to make Web-based dialing faster and easier for users, it began looking for a solution that would enable the incorporation of advanced toolbar technologies into its platform.

After evaluating several vendors, Skype selected ToolbarStudio from Softomate. This robust software package allows companies to build their own unique, fully-branded toolbars. ToolbarStudio was selected because it is designed and developed by a company with extensive expertise in the area of toolbar technologies, and because the product is technical superior to many of the competing solutions on the market.

With ToolbarStudio, the Skype service has been made readily accessible each time a user sees a phone number on the Web. Phone numbers are dynamically turned into buttons that users simply click on to place their Internet-based calls.

THE RESULTS

Skype's toolbar solution has been quite popular and widely-used among its user base.

To date, there have been more than 50 million installations, and a significant portion of SkypeOut calls are being originated via the browser extension. And, the demand from customers to make it available on additional platforms continues to increase.

Since its implementation, the company has realized many significant benefits, including:

- Improved customer satisfaction through increased intuitiveness and usability
- Greater visibility of Skype and its offerings
- Increased revenue from the SkypeOut solution

FIND OUT MORE

To learn more about the use of ToolbarStudio at Skype, or to find out how your organization can benefit from today's most advanced toolbar technologies, contact our knowledgeable sales professionals at 1 (877) 243-8735, or visit our Web site at www.best-toolbars.net.

BESTTOOLBARS

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