



PLAIN QUESTIONS. SMART ANSWERS.



THE HUMAN TOUCH

Q-go is a website navigation tool that works the same way that we do when we want to find information. We ask questions in real sentences with real words. The reply may be a set of further questions to more precisely define our needs and, sometimes, alternatives are suggested that we'd never originally considered.

Q-go works in the same way. Type in a question as an ordinary sentence. The software analyses the complete sentence and offers relevant alternatives in the form of further questions. These then take you directly to the chosen answer.

**A POWERFUL WAY OF FINDING
INFORMATION ON YOUR WEBSITE.**

**YOUR CUSTOMERS CAN ASK QUESTIONS
IN PLAIN ENGLISH AND ARE OFFERED
RELEVANT OPTIONS TAILORED
TO YOUR BUSINESS...**

Q-go is a tailored software application which improves customer service and can increase sales by allowing visitors to find their way around your website using plain English.

Q-go works within your website to allow visitors to make enquiries and be directed to the most appropriate areas of your site ...quickly and seamlessly.

It is a web navigation tool that uses 'natural language' technology, so that visitors don't need to understand how to use a search tool or remember the particular terminology that your industry or business employs!

Q-go is built from three key components:

- A custom dictionary
- A grammatical analysis tool that interprets the questions your customers ask
- Templates that recognise the questions and enable the software to direct your customers to the most appropriate point on your website



YOUR VISITOR CAN FIND RELEVANT INFORMATION QUICKLY.

YOU INSTANTLY IMPROVE SALES AND SERVICE!

**DO YOUR CUSTOMERS FIND
WHAT THEY ARE LOOKING
FOR ON YOUR WEBSITE?**



**CAN THEY ASK IN PLAIN
ENGLISH?**

**AT THE END OF A VISIT TO
YOUR ONLINE BUSINESS
ARE THEY FRUSTRATED OR
DELIGHTED?**

Q-go enables customer self-service so
that your business can:

- Anticipate and respond to customer needs - even on the internet
- Learn from questions customers ask and develop a truly customer focused e-CRM strategy
- Direct customers to complimentary and relevant products and services
- Increase customer satisfaction and reduce overheads caused by unnecessary calls to a call centre



Q-go ensures that your customer receives an intuitive and human service when they visit your website. We do this by using real people called 'cybrarians' to build the templates that are a key element of the solution. Your business is involved throughout the implementation process so that the version of Q-go that is used on your site is customised to reflect your business objectives. Any implementation of Q-go is an evolving process. We take the questions your customers ask that Q-go can't answer immediately, then we develop new templates so the computer learns to talk your language and that of your customers.

Q-go is built using open systems technology on an ASP platform, so it is easy to implement. It is specifically designed to integrate with all leading databases and content management systems. The language tools have been developed in Europe and the software is currently available in all major European languages.

For further information
please contact:

Q-go Limited, Dorset House
Regent Park, Leatherhead
Surrey KT22 7PL, United Kingdom
T +44 (0)1372 824321
F +44 (0)1372 824322
E information@q-go.com
www.q-go.com



PLAIN QUESTIONS. SMART ANSWERS.