



How the Heel & Toe Children's Charity's New Webchat Box on Their Website Proudly Risks Defying Convention

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Earlier today, Heel & Toe Children's Charity finally announced the availability of its new ChatHeroes webchat box on their website, which has been in development since March. The main aim is to allow visitors to their website to interact with a live human being. In addition, the webchat increases the profile of the charity and makes them money as well - but it does so with a difference.

Jane Long, Development Executive at Heel & Toe Children's Charity, says: "We wanted to try something new with this webchat box on our website. Anyone familiar with the charity market will probably have noticed how everyone else seems to generally have no webchat service. This is a problem because 97% of visitors to most websites just come and go without the charity ever knowing they've visited, resulting in lost opportunities."

So as a welcome breath of fresh air, Heel & Toe Children's Charity will instead encourage visitors to engage with them, thus increasing the risk of having a successful outcome for the charity. Heel & Toe Children's Charity chose to make this move because the webchat box is provided at nil cost to the charity as

it is sponsored by a local business. Therefore, it's a 'no-brainer' for the charity.

Jane Long also said "We want to give our customers options. We want them to feel valued when using our service. Trying something new is always a risk, but it's a risk we believe is worth taking. To date, our supporters have found it of great benefit."

Heel & Toe Children's Charity has been in business for 8 years, being established in 2008. Since Day 1 it has always aimed to offer free Conductive Education Therapy for any child with Cerebral Palsy.

The new webchat box service is available now. To find out more about the service and Heel & Toe Children's Charity, visit <http://www.heelandtoe.org.uk/>.

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For more information about Heel & Toe Children's Charity, contact the company here: Heel & Toe Children's Charity Jane Long 0191 3868606 jane@heelandtoe.org.uk 40 Front Street, Pelton, Chester-Le-Street, DH2 1DE

Heel & Toe Children's Charity

Heel & Toe Children's Charity was established in June 2008. The 'Not for Profit' organisation was granted charity status and the centre was opened in October offering FREE Conductive Education Therapy for any child with Cerebral Palsy.

Website: <http://www.heelandtoe.org.uk/>

Email: jane@heelandtoe.org.uk

Phone: 0191 3868606



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