Claims

1. Communications server apparatus comprising a processor and a memory, the communications server apparatus being configured, under control of the processor, to execute instructions stored in the memory:

to receive, over a communications channel, link information relating to a caller input, the caller input being activation of a link in a page by a caller, the link being associated with an offer, and activation of the link being a request for a voice communication session between the caller and a call recipient about the offer;

to identify the call recipient using the link information;

to initiate the voice communication session between a caller device associated with the caller and a recipient device associated with the call recipient; and

to transmit, to the recipient device, supplementary information relating to the activation of the link, the supplementary information being for display in a visual alert on a display of the recipient device.

2. The communications server apparatus of claim 1, configured for the voice communication session to be initiated with the recipient device concurrently with display of the visual alert on the display of the recipient device.

3. The communications server apparatus of claim 1 or claim 2, configured to transmit, to the recipient device, supplementary information comprising information relating to the offer.

4. The communications server apparatus of any preceding claim, configured to transmit, to the recipient device, supplementary information comprising information about the page on which the link is displayed.

AMENDED SHEET
IPEA/AU

5. The communications server apparatus of any preceding claim, configured to transmit, to the recipient device, supplementary information comprising information relating to the caller.

6. The communications server apparatus of claim 5, configured to receive information relating to the caller from a hosting server associated with the page.

7. The communications server apparatus of any preceding claim, configured to allow the caller to define a caller device for the voice communication session.

8. The communications server apparatus of any preceding claim, configured to prompt the caller for a definition of a caller device after activation of the link for the voice communication session.

9. The communications server apparatus of any preceding claim, configured to allow the recipient to define a recipient device for the voice communication session.

10. The communications server apparatus of any preceding claim, configured to route the voice communication session to a recipient device in dependence of at least one preference setting defined by or for the call recipient.

11. The communications server apparatus of any preceding claim, configured, responsive to activation of the link, to transmit page information to the calling device, the page information comprising application code for an application for channelling the communication session between the caller device and the recipient device.

12. The communications server apparatus of any preceding claim, configured to transmit second supplementary information to the caller device, the second supplementary information being defined by the recipient.

13. A method, performed in a communications server apparatus, the method comprising, under control of the processor of the communications server apparatus:

receiving, over the communications channel, link information relating to a caller input, the caller input being activation of a link in a page by a caller, the link being associated with an offer, and activation of the link being a request for a voice communication session between the caller and a call recipient about the offer;

identifying the call recipient using the link information;

initiating the voice communication session between a caller device associated with the caller and a recipient device associated with the call recipient; and

transmitting, to the recipient device, supplementary information relating to the activation of the link, the supplementary information being for display in a visual alert on a display of the recipient device.

14. A computer readable medium having stored thereon computer-readable instructions for executing, under control of a processing device, the method of claim 13.

15. A computer program comprising instructions for a computing device to execute the instructions under control of the processing device to perform the method of claim 13.

Claims

1. Communications server apparatus comprising a processor and a memory, the communications server apparatus being configured, under control of the processor, to execute instructions stored in the memory:

to receive, over a communications channel, link information relating to a caller input, the caller input being activation of a link in a page by a caller, the link being associated with an offer, and activation of the link being a request for a voice communication session between the caller and a call recipient about the offer;

to identify the call recipient using the link information;

to initiate the voice communication session between a caller device associated with the caller and a recipient device associated with the call recipient; and

to transmit, to the recipient device, supplementary information relating to the activation of the link, the supplementary information being for display in a visual alert on a display of the recipient device,

wherein the communications server apparatus is further configured for the voice communication session to be initiated with the recipient device concurrently with display of the visual alert on the display of the recipient device.

2. The communications server apparatus of claim 1, configured to transmit, to the recipient device, supplementary information comprising information relating to the offer.

3. The communications server apparatus of any preceding claim, configured to transmit, to the recipient device, supplementary information comprising information about the page on which the link is displayed.

4. The communications server apparatus of any preceding claim, configured to transmit, to the recipient device, supplementary information comprising information relating to the caller.

5. The communications server apparatus of claim 4, configured to receive information relating to the caller from a hosting server associated with the page.

6. The communications server apparatus of any preceding claim, configured to allow the caller to define a caller device for the voice communication session.

7. The communications server apparatus of any preceding claim, configured to prompt the caller for a definition of a caller device, after activation of the link for the voice communication session.

8. The communications server apparatus of any preceding claim, configured to allow the recipient to define a recipient device for the voice communication session.

9. The communications server apparatus of any preceding claim, configured to route the voice communication session to a recipient device in dependence of at least one preference setting defined by or for the call recipient.

10. The communications server apparatus of any preceding claim, configured, responsive to activation of the link, to transmit page information to the calling device, the page information comprising application code for an application for channelling the communication session between the caller device and the recipient device.

11. The communications server apparatus of any preceding claim, configured to transmit second supplementary information to the caller device, the second supplementary information being defined by the recipient.

12. A method, performed in a communications server apparatus, the method comprising, under control of the processor of the communications server apparatus:

receiving, over the communications channel, link information relating to a caller input, the caller input being activation of a link in a page by a caller, the link being associated with an offer, and activation of the link being a request for a voice communication session between the caller and a call recipient about the offer;

identifying the call recipient using the link information;

initiating the voice communication session between a caller device associated with the caller and a recipient device associated with the call recipient; and

transmitting, to the recipient device, supplementary information relating to the activation of the link, the supplementary information being for display in a visual alert on a display of the recipient device,

wherein the voice communication session is initiated with the recipient device concurrently with display of the visual alert on the display of the recipient device.

13. A computer readable medium having stored thereon computer-readable instructions for executing, under control of a processing device, the method of claim 12.

14. A computer program comprising instructions for a computing device to execute the instructions under control of the processing device to perform the method of claim 12.