Customer Service

Never Leave a Site Empty-Handed

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As consumers, all of us have had the experience of visiting a retail store and not having a salesperson available to assist us. When that happens we have two choices; try to find what we need on our own, or leave the store without making a purchase.

As web shoppers, all of us have experienced the same frustration of not being able to ask a quick question about a product or service, or to get the immediate assistance we need. Sometimes, before buying an item online, we just want to know if its in stock, when it can ship, what the shipping charges will be, etc. On most web sites, the only way a potential customer can get this information or assistance is to phone or email the company. Both choices can be very frustrating. Phoning usually means waiting on hold on the company's voice mail system. Emailing usually results in an answer that can take anyway from an hour to a week.

It's no wonder that in a recent Gartner Group study on the habits of web shoppers, it was determined that 67% of potential customers leave an e-commerce site in frustration, without placing an order. A software application that would enable a company to chat with a web site visitor, answering their questions and concerns instantaneously would be an excellent way to increase revenue, to minimize customer returns, and to insure superior customer service.

Every company understands how important customer service is, but many don't know how don't to seriously address customer service on their web sites. If a customer is able to access a company's customer service dept., and chat in real-time with a customer representative, that customer will become a satisfied consumer. We all know that a satisfied consumer usually becomes a repeat customer.

In this day and age, any company who has a web site and wants to increase sales and give excellent customer support needs a way to interact with the public in real-time. There are software applications that will allow a customer or potential customer to chat real-time with a live customer service representative.

Alpha Media Inc. specializes in affordable business productivity and communications software, and is the developer of AnswerChat.

AnswerChat is a software application that enables a web visitor to chat with a live company customer service representative.

More information and a Free 30-Day Trial is available at www.answerchat.com