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Understanding the Importance of Building Customer Relationships Online by Bob Andrews

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Many business owners find difficult to build customer relationships online. Phone sales and face-to-face interactions are comparatively easy, as it's hard to keep Internet customers' attention. Some analysts estimate that web visitors spend an average of eight seconds or less on sales-oriented web pages, and even with a relatively well-built website, it's hard to make an impression in such a small amount of time.

However, it's much easier to build customer relationships online when you're using the right tools. Businesses can make the most of interactions by using software to live chat with customers, and when live chat has been properly set up, it's one of the most useful web tools for building relationships and improving sales.

Why Web Chat Can Be a Powerful Tool

Web chat used to be a novelty, but in the last few years, thousands of business and government websites have adopted it as a means of interacting with their customers. Ultimately, this is because web chat works. It's more immediate than email and less personal than a telephone call, and for many of your business's customers, it offers a perfect way to easily get quick information about products and to handle minor support issues.

Web chat is also fairly easy to set up and manage if you use a decent customer support program. Your customer support team will be able to multitask much more effectively and in many cases they'll be able to improve their productivity substantially.

Giving Customers What They Want

Another major advantage of web chat is that it offers your customers exactly what they want: fast, reliable information directly from your company. When your customers know that they simply need to head online and enter their names to start chatting with a representative of your business, they'll consider your business to be relatively accessible. This is especially true if you're able to offer around-the-clock chat support.

Chat improves your business's reputation with its customers and helps you build a stronger business-customer relationship, which will lead to more repeat sales and better word of mouth almost immediately.

Finding The Right Chat Tools

Well-designed chat software will make it much easier to build customer relationships online. Unfortunately, many web chat programs are of limited value, as they don't provide tracking features and may be difficult to use. What's worse, some web chat programs are slow. Slowing down your website's low time is one of the fastest ways to lower your search engine rankings, so you should avoid substandard web chat tools at all costs.

The good news is that there are a number of affordable, high-quality software to live chat with customers available. Be sure to try web chat programs before you buy them. Look for the types of features that you'll use on a regular basis and don't sacrifice speed and functionality for a minor price cut.

Many chat programs offer different levels of functionality for large and small businesses, so if price is a factor, consider using a quality program with a few less features for a while and upgrading to a more expensive version if necessary. Building customer relationships online can be tough, but when you've got a great chat tool, it's much easier to gain a competitive edge while giving your customers high-quality service that they'll remember.

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Separating fact from fiction when it comes to online communication and technology, Bob Andrews is a self-professed geek and author who writes on a variety of topics including a software to live chat with customers.Always looking for the highest quality information he usually looks to the experts at a http://www.liveperson.com.

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