Why to use friendly websites and electronic communication provide better customer...

[Business](), [Customers]()

Thesis statement

User-friendly websites and electronic communication provide better customer service keep an organization up to the mark in satisfying customer needs.

Introduction:

An organization decides on what kind relationship it needs to have with people to whom they are serving. In addition, to serve people with your organization's information, you need to develop excellent and smart strategy of core technology and quality service with fast response time. By using such technologies available, company saves time and gains high reputation, as well as the customer, would appropriately decide whether he is interested for further proceedings (Carlson, Jamie and Aron 282). There are customer service operations at just a click away, which can provide personalized interactions and timely communication are believed to enhance customer's satisfaction. Hence, the entire customer service department is the valued customers, as customers expect more than a product or service. They need long-term reliability. Therefore, there must be such core existing systems that enable you to develop your customer service experience.

For this, there are several ways to progress and compete your attained position that is by designing new Customer service experience, to meet and exceed their expectations and lastly, to anticipate their changing needs. Combining all three strategies, companies can have look before and after and will surely notice their growth from the previous point. Digital channels, such as online and mobile are now mostly adopted ways to interact with customers (Don, et al., 499). Through these technologies, it is less time

taking, and there are no chances of manual errors and, therefore no customer's exhaustion. In the fast paced world of technology, one wants to get the information as quickly as possible, and this all could be approached by electronic communication strategies used widely throughout in building customer service relationships.

Analysis

Similarly, web based customer service and electronic communications are key assets to reach up to the best quality experience of customer service. By listening to the World Wide Web mentors, it feels like it is the best place offering customer services. So by taking into account the several ways to enhance customer service experiences, we would analyze these two key assets, namely Web-based customer service and secondly, electronic communication (Hennig, Thorsten and Gianfranco 66). In this modern and fast-paced era, a customer would get annoyed and disappointed soon if he receives late and delayed replies from Customer service department if he visits the website of that company. These delayed replies would turn experience in straight denial and least expectations (Ladenburg 360). Therefore, most of the well rated companies which are known for providing best customer service experience have set an option for live chat and web based chat so that the customer can directly reach up to the customer service executive and get the queries solved instead of spending minutes and probably an hour on the website for specific information. However, the CSE (Customer Service Executive) must be highly competitive and must keep a winning attitude. It is important to note and be kept in mind that web

based chat would not be each clients proceeding strategy, in fact; it is a helpful strategy not to lose your customer while visiting your company's website.

It is observed that the most customer friendly websites evade from confusions and cluttering instead is functional and clear. User-friendly websites access customers with the option of ' Track Customers Traffic'. Through it, anything could be found out using available software (Karakaya, Fahri, and Ear 150). Websites become more appealing when websites are designed under following considerations:

Mobile compatibility: As mobile phones with internet access is latest trends followed in technology, websites must be designed keeping in view that mostly the customers come online through mobile usage. Therefore, there must be a mobile version created on your site. Accessibility to Users: A user-friendly website must be made accessible for everyone, including blind, disabled or elderly (Narteh 65).

There must be well-planned information, guidelines and the content on the web must be organized so that it becomes easy for the customers to go through the content available. In addition, it is to be kept in knowledge that a typical customer would only wait for a few seconds on your site and would not wait long for your site to be opened. So use the tools that fasten up the speed of the website, accelerate performance, and should be capable of fast downloading (Narteh 70). For best Customer service experiences, Websites provide effective navigation, drop down menus to limit the number of sections available totally on a wide webpage, and manages content on a large site (Hennig, Thorsten and Gianfranco 66).

Customers and users find it much interesting when nice color contrasts and themes are used which is another good aspect of friendly websites. It seems interesting to the readers and makes the content more visible and attractive. By the means of providing, electronic service; the organization achieves success in targeting its customers and assure best quality customer services solving their queries in a short frame of time and gaining the trust of valued customers. Electronic services are not only cost effective, but provide with navigation ease, benchmarking, appropriate site design, traffic monitoring and also customer loyalty programs (Wang, Yonggui, Hing and Yongheng 335).

Electronic communication offers one of the most reliable systems (live chat) and traffic monitoring that are accessible in today's online market. These servers are turned up in the major and the dependable data centers around the web world; these facilities can endure any load capacity; if the owner of an online store or web project spends significant resources on advertising and promotion, attracting visitors to their sites. However, many of your potential customers for various reasons cast basket with added products, processes interrupt the online registration, or just leave your online shop without buying. Sometimes this is because they could not find the right product or find the necessary information about the product, or have not understood the description of services or simply get lost on the site. Many online stores in the West for many years to accomplish this task successfully using online consultant. According to a study conducted by E-Tailing Group, the use of technology online consultation on the site of the largest U. S. retailers in 2010 was 42%. The system allows full client base. In this

framework will be available at any time and from any computer. This means that, in case of need, you can refer to the database, find the necessary client, and view all the data (Wang, Yonggui, Hing and Yongheng 335). The companies used to keep a record of customer's accomplishment, such as name, sales data, and address that were paperwork and save a file box. However, as the company experiences customer growth, it becomes difficult to carry out such paper works with records of accomplishment and becomes time consuming so, therefore, this filing of record of accomplishment becomes impractical. However, by the use of electronic data gathering, we can easily go through personal preferences of customers and customize products and services to meet their needs. Therefore, it enhances one on one-customer relationships. It is rightly said that technology has made world, a smaller and more connected place (Jin, Yan, and Ngozi 1125).

Electronic communication has following advantages:

It allows various media to combine, texts, notions, graphics, sound and video in a single message.

It is a faster way of approach and interaction. It becomes a two-way communication.

Many organizations use e-communication to hold important meetings, even if they are together from different locations in the world. It is called a virtual form of communication.

Conclusion

It is well said that great services are all about a winning attitude. In addition, service attitude leads to a richer side of life and not only in a commercial

state. relation to customer service Technology has made world, a smaller place. To build up customer service in more approaching and better ways, the use of friendly websites and E-communication has become a trend these days. As we know, E communications in relation to customer service have numerous advantages such as; availability, timing, reaching a great audience and successfully targeting customers by providing fastest solutions that could customize them to specific needs.

The use of websites, static web pages, and dynamic web pages are some jargon of E-communication. More interestingly, dynamic web pages are an easy source of getting information that you want specifically about any product or acquire of any service. Surfing dynamic web pages opens information and depends on the user. We see message boards and discussion forums on websites where user posts something and is accessible to everyone on that particular site. Another usage of websites is that ample files and data could be transferred within clicks. The downloadable content is mostly in the form of Pdf files, Word files or RTF. Another approach by websites and e communication to target customers is that most websites and organizations have started newspapers/ recent happenings list that could be easily viewed and accessed by customers. There is just a need to subscribe weekly or monthly newspaper of that organization to remain in touch with the organizations latest news and happenings. Overall, briefly, Electronic communication is becoming a mainstream in Customer service. There is an increasing trend that organizations have their own website to deliver information and provide online services.

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