Business m2

Business M2 Business M2 How the different business functions work together to support the website service dealing with customer queries)

Businesses are offering services to their customers through their websites; in fact, these customers are not bound to visiting these organizations physically in order to gather information regarding the services or products offered. In this case, they can visit companies' websites and gather information, thereby determining whether their needs can be satisfied (Smith, 2012). Some companies offer online support services to their customers, whereby a customer can communicate with a company representative through chatting or instant messages. Therefore, different functions of the business are integrated to support of the website, thereby offering desired services to customers.

2. What features have you added and why are they suitable for customers?

Features that can be added to the website are such as virtual help desks, whereby a customer can access real time customer care services. In this case, this requires embedment of a chat widget, where they can initiate a chat with an online operator.

3. How does the website benefit the business?

Businesses have derived substantial benefits from their websites, whereby they are able to promote their services and products. Other uses their websites to conduct online transactions that contribute to overall sales for the company (Smith, 2012). On the other hand, they can communicate to their customers through the website and this leads to increased efficiency.

4. How can having a website benefit customers?

Customers are provided with a platform through the website where they can communicate effectively and send their complaints, facilitate processing of

orders, following up and seeking other services (Smith, 2012). Moreover, customers are able to gather information concerning the business that can be used for making relevant decisions such as selection of vendors.

References

Smith, D. (2012). IT and Business Working Together for Better Compliance. In Defense of Data. Retrived from: http://www. indefenseofdata. com/2012/07/it-and-business-working-together-for-better-compliance/