

How to attract and retain customers

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However, the major challenge of online interaction is the inability to understand individuals extensively. Online environment offers a platform for mischief and lies because the interaction is minimal and evaluation of the truthfulness of the information presented cannot be guaranteed in the process. In fact, the online platform has opened the opportunity for fraud and mischief because of the ease of hiding the truth and presenting a different self-image (Beverly and Thomson 94). From the episode, the image presented online, and the actual self-image differed significantly. The challenge with the online platform is the challenge of verification of the information present.

In the episode, the two men were forced to travel and meet the lady face to face in order to verify some of the information presented online.

Consequently, the security of the individuals in the online platform may be an issue of concern. Security and trust are issues affecting online interaction with fraud and privacy invasion in contemporary society being exceedingly common. The episode highlights why security is vital in the online interaction environment.