

## Quality Customer Care Key to Repeat Business

Repeat customers are critical for successful eBusinesses, and timely and effective customer care is the key to customer retention. Consumers who use the internet for shopping and other business functions expect speedy responses to questions and concerns and are less likely to patronize sites that aren't focused on quality customer care. In fact, 59% of consumers reported that they would not do business with a company again if they were dissatisfied with their customer-service experience, according to Jupiter Research. Another study by Harris Interactive reflects the importance of customer service satisfaction, reporting that quality customer service has a direct and notable impact on customer loyalty.

Unnecessary support calls and a barrage of requests for simple functions can be expensive and can monopolize the resources of live agents. How can a company balance the investment of live, personalized customer support personnel with the need to keep overhead expenses low enough to make an eBusiness cost-effective? When it comes to effective and satisfying customer care, efficiency is imperative. When built-in programming enables the functionality of a site to effectively and inexpensively handle common issues, live customer service agents have more time and energy to dedicate to complex problems and timely handling of customer requests.

Powerful platforms like San Diego Media's MaxEXP® help eBusinesses build customer loyalty by providing built-in customer care tools that free up the valuable resources that can be redirected towards increasing profits. One of these tools is the Order Desk, an advanced MaxEXP® module that integrates the call center with the Business Centre, empowering customer agents to become more efficient and effective. By allowing employees to handle phone orders, look up a customer's purchase history, and determine available inventory, the Order Desk enables companies to increase productivity and enhance profit margins without sacrificing quality or service.