



Customer Service on the Internet: Building Relationships, Increasing Loyalty, and Staying Competitive, 2nd Edition

Jim Sterne

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A comprehensive guide to taking full advantage of the Internet for customer care

A dynamic customer service Web site can dramatically increase customer loyalty and provide a competitive edge that all companies strive to achieve. But in order to run a successful site, you must know the latest technologies and understand how to integrate them into your business strategy. Written by internationally recognized Web marketing expert Jim Sterne, this book clearly explains these technologies and demonstrates how companies of all sizes can use them to create and maintain cutting-edge customer service sites.

Completely updated for today's technically-savvy readers, this Second Edition covers all the bases. You'll learn the steps needed to make the transition from your current customer support to the Web. You'll also find valuable information on how to improve your existing site in order to save money and provide better quality support. And with the help of numerous case studies from a variety of different industries, you'll discover how other companies create and maintain their Web sites.

This book will help you:

- * Create a service plan that takes full advantage of the Web's potential
- * Determine the best way to present your company's information on the Web
- * Effectively manage e-mail
- * Find out exactly what your customers want and measure their satisfaction
- * Examine how others are using networked computer communications
- * Utilize extranets to lock in customers and channel partners and lock out competitors

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