

CustomResponse® Marketing Flash

ROI Direct.com

Draft 2

You're now making a name for yourself in eBusiness. Using ROI Direct.com's ROI eCommerce and ROI eMarketing services, you are better managing the customer continuum, increasing market and revenue opportunities, and gaining a strong, competitive advantage.

Perhaps you've recently begun to merchandise your products and offer your customers the option to purchase from you online. Maybe you're using the e-mail channel to drive customers back to your online store with cross-sell and up-sell offers and perhaps you're using a newsletter to keep your customers informed with fresh content. As a result, your customers will receive great value from your initiatives and will appreciate your online efforts.

So what's missing?

Many companies - in the rush to get their products and services on the Web – have either ignored or underestimated the importance of online customer care. Although the Web has successfully automated many common business processes, the customer service element is still a critical requirement for success. In fact, online customer service expectations are higher than those of traditional customer service, and the consequences of not meeting those expectations are both costly and detrimental.

What are today's online customer service expectations?

These expectations include efficient management of customer e-mail and personalized, real-time responses that are both accurate and reliable. Your online customer service must also be available 24 hours a day, seven days a week.

What does this mean to you?

If you ignore the online customer relationship and fail to meet service requirements, you've basically wasted your eBusiness efforts. With high customer acquisition costs (an established online retailer pays approximately \$42 to acquire each customer) and your competitors a few clicks away, you can't afford to ignore the customer service element of your online strategy. In a recent study of top-ranked

Web sites, Jupiter Communications found that 46% of companies took more than five days to respond to an inquiry and many never responded at all.

If you don't have a method for routing and responding to inbound customer e-mail, it is likely that you're losing valuable customers (and you probably don't even know it). Our eCustomerCare solution, CustomResponse, addresses each of these online customer service issues – and more.

CustomResponse is the online customer service solution

Custom Response not only enables you to service your customers online, it allows you to provide this service both efficiently and effectively. As your site traffic increases, so will the volume of your inbound e-mail inquiries. How do you currently handle customer e-mail? What is your average response time? Do you acknowledge receipt of a customer's e-mail immediately or do your customers have to wonder if the inquiry was ever received? Are you routing inbound e-mail, assuring the correct person responds with the correct answer? Are you taking advantage of intelligently presented response suggestions that help your CSRs quickly answer inquiries?

With CustomResponse, your customers' questions and concerns are addressed quickly and professionally, increasing their satisfaction and reinforcing your value to them. You can be assured that all incoming e-mails are automatically acknowledged, that inquiries are routed to the appropriate customer service representative, and that your customers receive a consistent, accurate, and personalized response. The result? Improved browse-to-buy ratios, increased customer satisfaction and retention, stronger customer loyalty, and greater online revenues.

You will *also* benefit from improved customer service efficiency, *increasing CSR efficiency by 50% or more and reducing per-message response costs up to 80%! And, you will be able to monitor your efforts and track your results using our powerful online management tools and reports. The bottom line? Easy and quick return on investment for a critical component of your eBusiness.*

Just like other ROI Direct.com Web-based applications, CustomResponse offers a quick, flexible, economical, low risk solution to your ebusiness challenges. ROI CustomResponse can reduce the complexity, personnel resources, and financial implications of online customer care for as little as \$1,750 per month and as quick as five days.

If you are currently receiving (or plan to receive) more than 100 customer inquiries a day, then it's time to implement ROI CustomResponse. Call _____ at _____ to get more information and to get a

detailed description of the CustomResponse application and related professional services. Let us help you take care of your online customers...