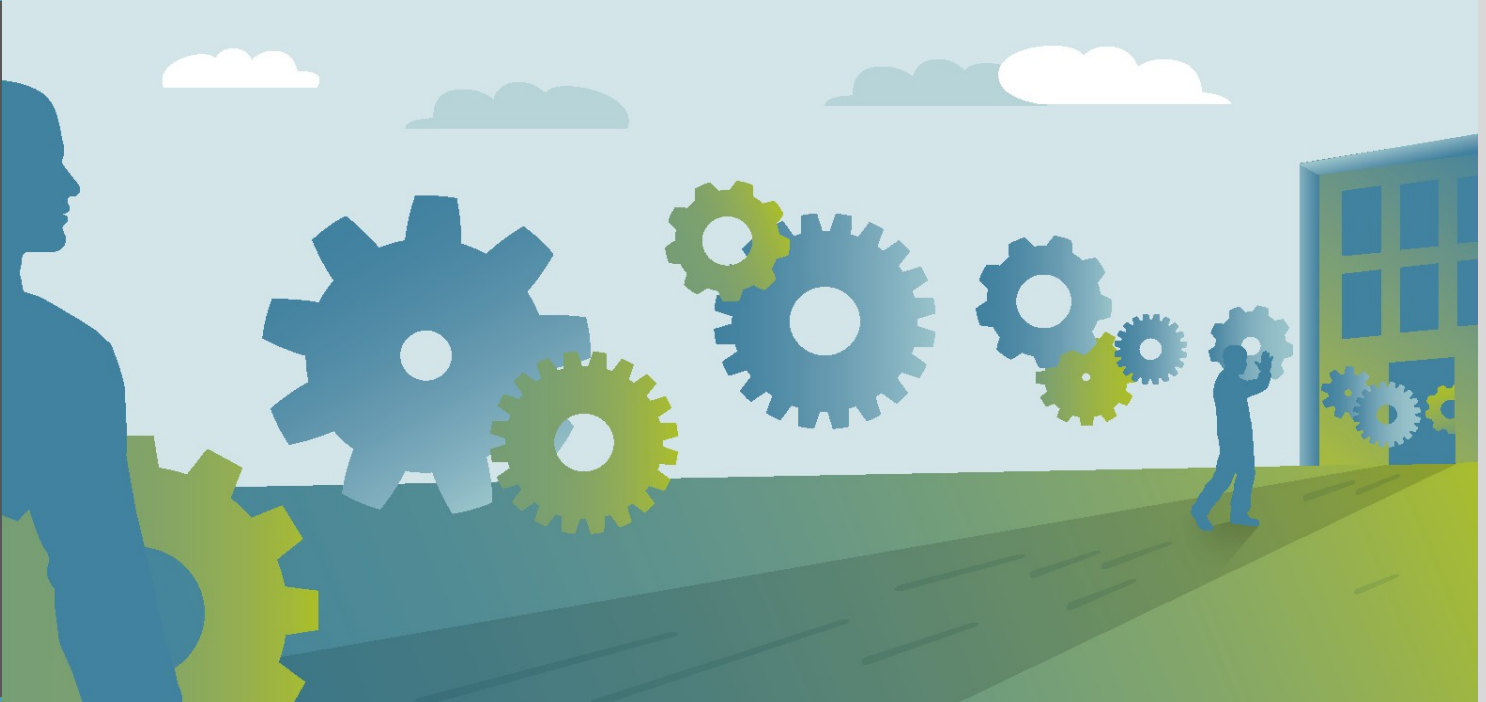


ESTA TECHNOLOGIES

ESTA - INDUSTRY REPORTS



ESTA TECHNOLOGIES

*A Global Leader in Business Process and
Technology Management*

Industry Reports by ESTA Technologies

Serving All Sides of Customer Expectations

Digital technologies have fundamentally changed the way customers are interacting with businesses, and successful companies will need to identify and respond to the varied expectations of the modern customer.

According to customer engagement expert Aaron Shapiro, companies must acknowledge an important distinction between full-service and self-service. Although the two models often interact and overlap over the course of a company's relationship with a customer, they require distinct responses.

"They want to be able to research a purchase, make that purchase, and resolve any subsequent issues online effortlessly," Shapiro explained in a recent Destination CRM column. "But if they decide they want personal help, they hope for the same warm, helpful touch they could get from the mom-and-pop stores of old."

Both full-service and self-service have their merits, and successful customer relationship management (CRM) strategies will need to incorporate each of them.

Most businesses are already familiar and proficient in full-service strategies, but many are struggling to understand and support self-service utilities. By investigating social CRM strategies and opening new customer interaction channels, businesses may be able to offer faster, on-demand customer service and improve brand loyalty.

ESTA TECHNOLOGIES

ESTA Technologies is a global leader in business process and technology management, offering a broad portfolio of enterprise G&A and industry specific services, coupled with strong IT, analytics and reengineering capabilities

Copyright © ESTA Technologies 2011. All Rights Reserved.
www.estatechnologies.com