

# Evolving Online Customer Service 2008

## iReach Seminar Series

Is your customer service department efficient financially? Are your customers getting the attention and care they deserve at the convenience they have come to expect?

Customer service should be concerned with 2 important details.

**First-** Is your company using its customer service budget to its fullest? For most companies switching to online customer service can save them up to 20%. It is also proven that this decrease in price does not sacrifice service.

**Second-** Are your consumers happy with the way their issues are being dealt with? A poor online review could affect 1000's of potential customers. According to Datamonitor; last year businesses lost €1.6 billion online by failing to web enable their customer service operations. They also found that 10% of abandoned shopping carts are salvageable if better customer service was provided. If you are not sure where your company stands in the customer service market than try getting a review.

**Is it time for a change.** If your companies customer service isn't available online yet its time to learn how and why to make this important change.

### Seminar Content:

- iReach Marketing research on the evolving frontier of online customer service.
- Extending the amount of customers you make customer service easily accessible too.
- Online customer service channels.
- Impact of online customer service on sales and return customers.

### Key Benefits:

**LEARN** about new research on Irish Online users and Demographics.

**IMPROVE** your understanding of new Online Customer service techniques.

**APPRECIATE** How Online Customer service can benefit you and your company

**ACQUIRE** skills, knowledge and inspiration to run effective online customer service websites in a Connected Digital world.

**NETWORK** with other marketing executives from across the Irish marketplace



**Who should attend**  
**Marketing Professionals,**  
**Brand Managers and**  
**Research Managers and PR**  
**Professionals.**

**Upcoming Dates**  
**July 23rd at 12:30pm**  
**(Lunch Provided)**

**Location**  
**Grattan House,**  
**Temple Road**  
**Blackrock**  
**Co. Dublin**

**Admission free**

**Registration:**  
**Please call Brooke Swensen**  
**01-210 7000 or email**  
**brooke@ireach.ie**

**Also available as**  
**live Webinar**

