

NET-BASED CUSTOMER SERVICE SYSTEMS

*Mehdi Beheshtian, University of La Verne, 1950 3rd St. La Verne, CA, 91750, 909-593-3511 ext. 4200,
mehdibeh@ulv.edu*

ABSTRACT

The Internet revolution and e-commerce has brought mainstream companies into the front line of e-business strategy development. Leading companies are being pressured by E-shoppers to improve their website functionality and customer services. They are realizing that in order to retain and attract the younger generation, they have to provide an online environment that is innovative and attractive. Businesses feel the need to develop and implement new and more sophisticated customer service technologies such as Net-base customer service systems. This paper looks at some of these issues and what needs to be considered in Net-Based Customer Service Systems (NCSS).

INTRODUCTION

Net-Based Customer Service Systems are changing the way businesses interact with their customers. Customers, in this case, meaning both external and internal individuals and entities involved in business transactions. The old days of defined hours and places – brick and mortar - have given way to the virtual marketplace of 24 hours and 7 days a week availability to conduct business anytime and any place. The growth and popularity in use of the Internet to reach and interact with customers during the 90's has had profound changes on companies. A lack of web presence for a company means losing customers and market share for many. And, likewise, success and survivability depend upon harnessing and overcoming the technology and communication challenges that now arise as more and more people become adept at interacting via the Web. The ability of customers to easily interact with a business through the Internet is the key. If a Web site is not user friendly, does not have many of the necessary “bells and whistles,” or is non-responsive to the requirements of customers – it simply won't be used and will result in dissatisfaction. Moreover, if a Web site does not have the advantage of speed and simplicity for customers, they will go elsewhere with a few “clicks.” So, what's a company to do? The answer lies in businesses paying more attention to development in IT infrastructure, the technical skill-sets of individuals, and organizational support. In this paper we will look at some of these issues - and what needs to be considered – in Net-Based Customer Service Systems (NCSS). Also, we will look at some of the aspects of what goes into putting NCSS in place from the Engineer's or Project Manager's point of view. In all, the goal is to provide information and gain perspective on this invaluable aspect of doing business today.

CONCLUSION

The shift to Net-Based Customer Service Systems is a leap forward for many companies seeking to better ways to communicate and improve services to their customers. Done right, they can provide productivity increases and reap more customers to do business with a company. Done wrong, they can lead to costly transactions and errors, decreases in customer satisfaction, and a poor reputation which ultimately drives away customers.

REFERENCES

Available upon request.