SEVEN CUSTOMER-FACING TECHNOLOGIES TO GIVE YOU AN ADVANTAGE

IT Solutions

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Customers expect you to make it easy for them to do business with you. Companies that do that, reap the benefits. Customer-centric companies are 60 percent more profitable than those that aren't. Technology is key to converting website visitors into clients. It's also key for keeping customers happy and returning to buy again. Where should you focus? Below are several ideas for all business budgets.

Cloud Forms

Moving your forms to the cloud makes it easier for you as well. The form data comes in automatically. These systems also collate forms and provide analytics. If you use Microsoft 365, then you already have a cloud form tool. Look for Microsoft Forms in your available applications or visit Microsoft's site.

Digital Signatures

Printers run out of ink. People have trouble with a scanner they rarely use. The list goes on. Any problem can mean a customer may rethink signing a document that you need. Using digital signatures streamlines the process. You can handle the transaction online. You also ensure you have a legally binding signature.

Smart Chatbot

Chatbots are really smart these days. If you program them right, they can answer a large percentage of repeat questions. They're there 24/7 on your website ready to help in a moment of need.

SMS Notifications

Think about implementing SMS notifications for important customer alerts. Make sure you have an opt-in and opt-out method. It's also a best practice to let the customer choose which alerts they want to receive. Such as payment notifications, sales, or shipping details.

Business Mobile App

Think about implementing a mobile app for your business. This can make it easier for customers to do business with you. It also gives you more marketing and service capabilities, such as push notifications. If you're on a tight budget, you could start with a "wrapper" app. These are solutions that take your existing website and transform it into an app.

FAQ Kiosk

This can allow customers to get questions answered quickly. It could also help them look up sales and coupons. Service businesses can also benefit by using this digital tool. They can use it for commonly asked questions. They can also use it to direct clients to staff offices.

VoIP Phone System

VoIP phone systems give staff the flexibility to help customers anywhere. This is true even when away from their desks. They also enable things like group ring, auto-attendant, and voicemail to email. All these features make for better caller interaction with your business.

Which technology upgrades will benefit your bottom line the most? How should new systems integrate into existing solutions? These are some of the things we look at when helping you look ahead to the future. Give us a call today to schedule a chat.