

# E-SERVICE

## 24 Ways to Keep Your Customers – When the Competition Is Just a Click Away

RON ZEMKE and TOM CONNELLAN

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**MAIN IDEA**

For an online company, the customer's experience of your service becomes your brand.

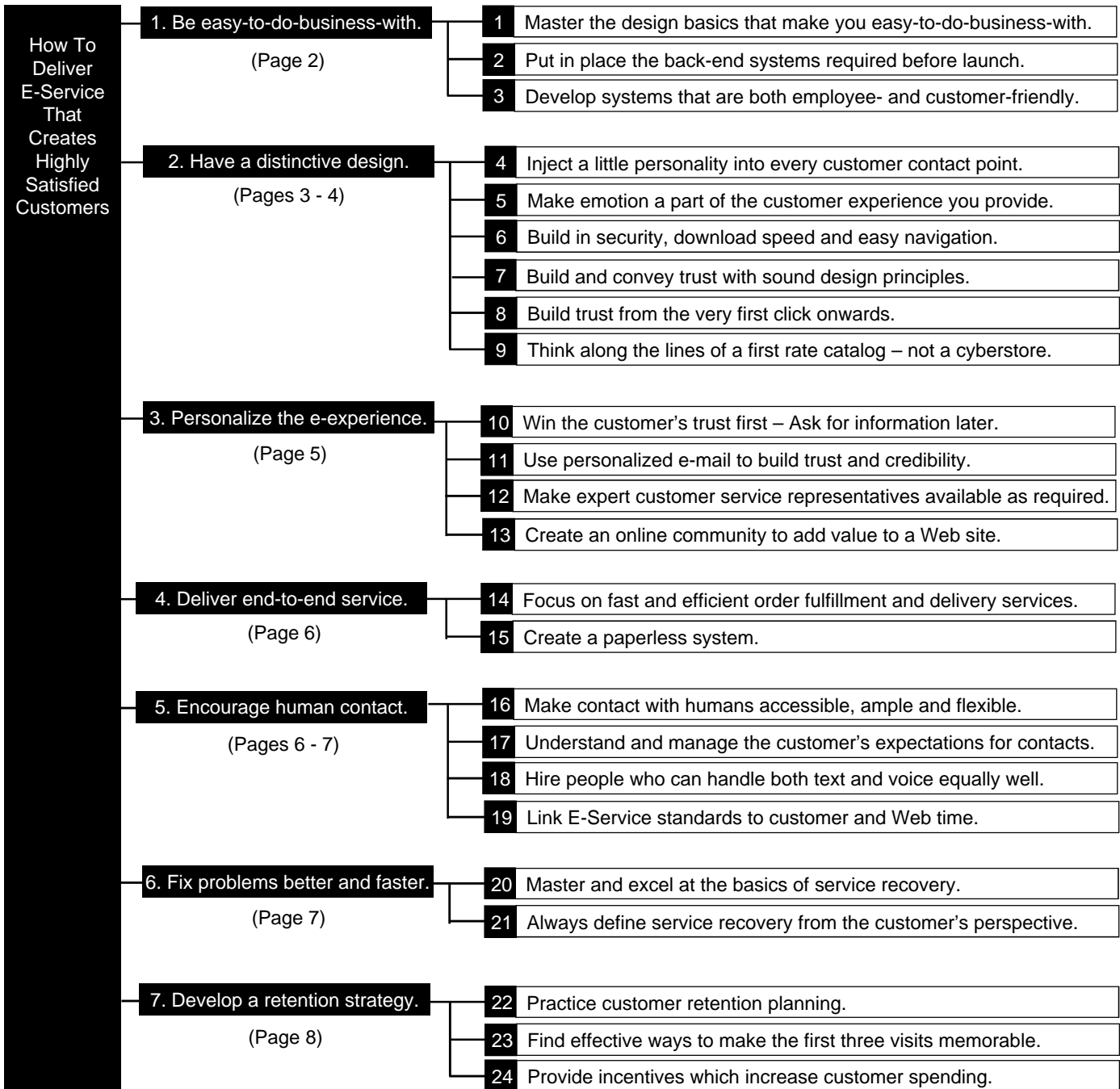
Contrary to conventional Internet thinking, the key to success doesn't lie in attracting visitors but in creating highly satisfied customers who will do business with you again and again. And creating highly satisfied customers isn't a random or hit-and-miss affair – it is the natural result of applying the correct principles and customer service concepts.

The Internet is rapidly and permanently moving beyond the novelty stage and becoming part of the mainstream of life. In the early days, customers were prepared to live with second class treatment because of the newness of the medium. That's no longer true. Today's consumers are demanding the same level of service they can get offline – and if you can't provide that, they will quickly click over to a competitor who will.

But deliver great service – that's easy, that lives up to your promises and treats them as valued customers – and you'll create the greatest asset any online business can have: highly satisfied customers who are prepared to do business with you again and again.

7 Principles

24 Key Concepts



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