



THE ROLE OF CUSTOMER SERVICE AND SUPPORT IN ONLINE MARKETING- A REVIEW

Dr.Gvssn.Sanysasi Raju* **D.Sidhardha***

**Department of Management Studies,MVGR College of Engineering (Autonomous),AndhraPradesh,India.*

Abstract

There's a familiar axiom in business. A happy customer will let one know or two individuals; a troubled one will tell 10! So it pays to keep your customers glad - particularly while working together on the web. On the web, a genuinely ticked-off customer may not simply tell 10 individuals; they may likewise compose a prolonged outburst on their blog, post remarks on other individuals' web journals or blog, compose a negative survey of your webpage on a shopping site, or condemn you on discussions and message boards. Or on the other hand the greater part of the above. Regardless of whether you are every single one of the web advertising procedures out there - - deals copy writing, web design improvement, email marketing and the rest. They're not worth enough chance if you disregard customer benefit. It's a methodology that all really rewarding entrepreneurs realize and give careful consideration to in light of the fact that the one thing every single effective business have in like manner is pleased customers.

Keywords: Customer, E-Commerce, Customer Service, Support, Customer Satisfaction.

Introduction

Customer benefit is an undeniably critical factor with regards to digital marketing. Great customer management can be the best resource perhaps a retailer can have, empowering dependability and word-of-mouth recommendations. In any case, awful customer management cannot just observe that specific deal lost in a moment, yet long haul and hopeless harm done to the brand.

With retailers progressively propelling on the web business models as a method for growing their product range and opening another internet business channel, by what means would customer be able to benefit be kept up on a e-commerce is the major concern. In a study of British online customers a year ago, more than six of every ten customers said they had purchased from an e-commerce in 2014, however more than one-quarter said customerservice would be a worry of theirs when purchasing from an online commercial center. What constitutes great customer benefit on internet and in what manner would retailers be able to guarantee their merchant is a bigquestion mark.

Need For Customer Service And Support

While online business destinations can be to a great degree advantageous, they may miss the mark in specific regions. Most outstanding is the powerlessness to give a similar individual customer benefit you would discover in a brick and mortar store. Whether the marketer acknowledge it or not, Customer service assumes a noteworthy part in a large portion of the buys a customer make. Consider when a customer hoping to purchase a specific thing that numerous brands offer for generally the same price. What sets the one marketer separated from the ones he leaves behind? While brand equity and acquaintance often play a role, it often comes down to how fast customer will get the product, what support it comes with and how comfortable he is with the brand.

Today, retailers can associate with customers in altogether new ways by obscuring the distinction amongst on the web and offline shopping. But the ascent of the internet has additionally expanded customer desires not at par with regards to the speed of customer service. Product and price are essential, yet giving magnificent online business customer service will result in regular buys and word of mouth referrals.

Terrible customer service, then again, will cost marketer. As indicated by NewVoiceMedia, U.S. organizations lost \$62 billion worth of business in 2016 as a result of it. In a similar vein, Microsoft surveyed 5,000 shoppers for its 2017 "Territory of Global Customer Service" report and found that 56 percent had quit working with a brand because of a poor customer service involvement—almost 50% of them inside the one year time frame.

Result of Dis Satisfaction Due To Poor Service

Online marketer need to hold current consumers and draw in new ones. What's more, an undeniably focused e-commerce business implies that one customer service foul up could send customers straight into the shopping basket of his greatest rival. And another more horrible thing is, once something's been composed and written about a marketer on the blogs and other platforms, it's exceptionally hard to get it erased. This implies any prospective customer who chooses to make an

inquiry on company name in a search engine could see what is written. So while exceptional customer service may cost a little of time and cost, unpleasant customer benefit online could cost marketer many prospective customers. The cost to provide the greater customer service would only the cost equal amount of acquiring ten customers and in contrast marketer will get it with the additional business he pick up from fulfilling the customer's needs. Many contextual surveys demonstrate that building great customer benefit into the task of a business expands an organization's productivity and its deals.

Customer Service Challenges In Internet Marketing

For many online business organizations, Customer service is affected by its own difficulties and difficulties raised through the customers and for many e-commerce retailers, problems will be raised through structural systems like vendors and suppliers and their relationships eith organization..



In the present computerized world, customers expect rapid reaction times from companies. Taking longer than single day to react to messages from market place not only frustrates the customer, but also gives the feeling that marketer is a questionable seller. E-commerce organizations require a full picture of their demographic, including a total perspective of their transaction history and any past encounter with the company so as to know how to respond to such customers and to know their expectations. Providing the customer service at different time zones in one major limitation to the e-marketers. Besides this, language is also a major limitation. Speaking to and understanding the language of the customers will jeopardize customer service.

Along with these factors, delivering customer service across multiple channels such as e-mail will put companies in greater difficulty with their limited human resources. This is more true with those companies handling customers across different regions. The success in internet marketing lies in understanding the customer right from choosing the product till delivering experience across different channels. Providing after sales service and accepting the defective products is also a major limitation. Understanding the demand to the e-commerce site from the customers and assessment of human resources according for the operations front end and back end is also a major challenge.

Strategies For Customer Service In Online Market Place

Good customer service doesn't have to cost much. Marketer need not spend too much for giving away free products or large discounts. Even a small gesture like thanking customers for their business can help maintain a positive vibe around the business. And automating the marketer's everyday customer service tasks will make your overall customer service even faster and better.

Automating the sales process and getting customer informed To the extent possible marketer should automate the sales process right from choosing the product till delivering the product. At every point of time, keep communicated to your customers through auto responders like your order is shipped. Auto responders will automatically send the messages to the mobiles and e-mail ids which are already provided at the time of registration. Parallel to this he can also send coupons and other surprises.



Getting immediate feedback Marketer may take feedback soon after the sales process is completed. He can send a mail to the customer by asking whether he is happy with the sales process, he is happy with the product or not. He can also ask customer to rate the company and the product. He can also address the damages if any.

Create a link to contact Create a link to contact the service executive or service desk through an email id. Often marketer may also enable a chat option where in a customer can chat with the service executive. Meanwhile marketer may also create a list frequently asking questions along with the answers for the reference to the customers.

Segment the mails Personalizing emails with names and other pieces of information marketer collect, Sending customers personalized birthday, anniversary or special occasion offers. Sending customers the details of new products where they'll be interested in. The more details the marketer collect about the customers, the better he can serve them with laser-targeted offers, thank-you messages and information that's relevant to their needs and wants.

Regular Customer Research Frequently contacting the customers, sending questionnaires, taking feedback about their changing expectations and needs will make them happy. It is immaterial if their suggestions are considered or not, if you involve them in the process.

Critical Areas Where Customer Needs Support From The Online Marketer

Though internet and e-commerce has been providing home shopping experience to customers, customers are facing some difficulties and challenges where e-tailers and online marketers needs to support the customers. Customer support is an integral part of customer service right from product selection to after sales service.

Product discovery

Customer typically finds the product in on site i.e the website of the company and through offsite like social media, search engines etc. Customer expects support in the way of providing accurate product description and virtual view of the product. Different product lines and assortments must be made available to customer to discover the product with simple key words.

Information related to product

Online Marketer need to support the customer by providing details of the products, pricing details along with the warranties and service contracts. Accuracy in pricing is an important element including delivery charges. Promotional pricing if any must be intimated to customer without subjecting him to confusion.

Compatibility

The compatibility of the e-commerce site with different devices is also needed to be monitored. The sites should be user friendly and supported by all devices such as laptops, mobile phones and tablets via all operating systems.

Purchase support

Online customer must be supported while checking out for payment. Direct links may be provided for easy check out process. Secured Payment gate ways must be engaged properly to provide hassle free payment process. Transaction failures and payment drops must be addressed immediately which will put customer in lot of vain.

Post purchase support

Post purchase support includes sending order confirmation mails, supporting customers with order tracking systems, obtaining feedback to provide better service, making follow ups and gifting customers with incentives and coupons.

Conclusion

Concentrating on customer benefit and giving the simple yet best experience to the customers gives marketer an amazing, engrossed edge that will go well past the competition. Online marketers should focus on the whole purchasing process through the eyes of customers to ensure it is simple, agreeable, and tailored made all through the site. According to Jia, when you put your customers first and address their requirements, rather than putting products and services first, the marketer will be on the way to progress.

References

1. <https://www.business.com/articles/tips-to-improve-customer-service-on-your-e-commerce-site/>.
2. <https://www.xsellco.com/resources/e-commerce-customer-service-ultimate-guide/>.
3. <https://www.forbes.com/sites/jiawertz/2017/08/18/exceptional-customer-service-is-key-to-e-commerce-growth/#13bd125d3dc6>.