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E-Service 2.0

Service with a :-)

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Abstract of Main Report:

Making the case for improved online customer service is easy. Online banking customers now prefer it almost 3-to-1 over telephone support (see tables within report). Done right, e-service can increase customer satisfaction, decrease support costs, and lead to increased sales. What's not to like?

The problem is that costs are front-loaded and benefits are difficult to measure. Bottom line: You'll spend hundreds of thousands or more in anticipation of future, largely hidden, returns. That's a tough sell in any environment, but especially in the low-margin financial services arena.

What's a banker to do? This report will outline service improvements necessary to keep pace with leading online retailers. It's a must-read for banks, credit unions, and other financial institutions intent on using the online channel to deliver cost effective customer service. More than 100 e-service tactics are presented, all designed to help you improve customer satisfaction and deflect calls and emails away from your call center.

Other articles:

- Ebay upgrades its toolbar to protect users against phishing

Companies mentioned: Ask Jeeves, American Express, Bank of America, Bank One, BB&T, Charter One Bank, Chase, Citibank, Cloudmark, Comerica, eBay/PayPal, Fifth Third, Fleet, iPhrase, PNC Bank, Regions Bank, SafeHarbor Technology Corporation, SouthTrust, SunTrust, US Bank, Vividence, Wachovia, Washington Mutual, Wells Fargo, World Savings.

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