



## **Want to stay in touch with your customers? Implement Customer Touches for Less Cost.**

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In business we know how important it is to stay in touch with our customers. Touches allow you to continually express your appreciation for their business, uncover issues before they become major issues, maybe find more business opportunity and ideally create a raving fan for your company. With these benefits in mind we all want to achieve customer touches but the real challenge is how to accomplish all these touches in a manner that does not break the bank.

The cost of staying in touch with our customers is becoming increasingly expensive. With gas cost soaring, the security hassles at airports and personnel cost increasing many companies are utilizing technology to touch their customers more frequently for much less cost.

Conference calling has become the most effective way of staying ahead in any industry. With modern businesses requiring more communication on tighter budgets, new solutions are essential. Audio and Web Conferencing are the best way to bridge the geographical gap.

Whether your company is a small start up or a large fortune 100 company, there are audio and web conferencing solutions to fit your needs and budget.

Web conferencing provides a visual element to your audio conference. Quickly and easily share documents, presentations, applications or your desktop in real time with anyone, anywhere. All you need is a web browser. There are no special hardware or software requirements and in many cases not even a download is necessary. Whether you have two people or 2,000 people, visuals will increase the information shared and the attentiveness of your audience. With simple to use features and a browser-based interface, it couldn't be any easier to bring a sophisticated flair to your audio conference.

We utilize the Web Conferencing capabilities to bring engineering expertise into a meeting with a customer without having to physically drive the engineer to site. This type of use allows our engineers to be much more cost effective by eliminating drive time. We also utilize the technology to provide training to customers on applications and equipment. This allows for cost effective ongoing training. These are just a few ideas of how this technology can be utilized; I hope you can use this technology to help reduce your cost while improving customer service.