Article published on April 7th 2012 | E-Commerce

Customer service is an important facet of most of the businesses. For a lot of business houses, customer service doesnâ€™t end when the customer leaves the premises. Social media facilitates customer feedback even after the finish of the sale of a product. Any negative comment can have a very bad influence on the business and its reputation. A healthy relation between customers and the service provider ensures expansion of revenues. Social media plays a vital role in providing connectivity between the two parties.

Social media can be a tough call for people who do not possess any experience in online marketing, although it is an important tool used by the companies to extend their customer service and maintain public relations. With the help of this platform, individuals can put forward their views as well opinions directly about any company. Users can also comment regarding any product on the social media platform like Facebook. Yelp is another social media platform that permits any customer to post positive as well as negative reviews and share their experiences. But this is a 2-way process. Social media can even be gather feedback as well as truthfully address concerns of the customers. Another important manner is which customers can be kept satisfied is to pay for their loyalty. Social media can be used to extend that gratitude. For instance, a restaurant owner can distribute special coupons to its Facebook Fans. A company can make happy its most dedicated followers by making use of the command of social media.

Also social media can be used as a direct link between business and its customers. At times, customers can have some queries regarding a product or a service. Companies can provide answers to those queries via Facebook, Twitter, Yahoo Answers or even Quora. Social media even presents a platform where a company can offer valuable information to its customers. The information might not relate directly to the product which business is selling, but helps to build up connection and relation with present as well as prospective clients.

Article Source:
http://www.articleside.com/e-commerce-articles/tips-for-providing-customer-service-through-social-media.htm - Article Side

Sandeep - About Author:
Arun Kothapally is an ecommerce consultant an occasional blogger at a Volusion Review Blog.

Article Keywords:
Volusion Review Blog

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!