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The secret of success in electronic commerce lies in placing a new emphasis on a well-established area. That area is customer service, which is now the only point of contact (19) between a business and the buying public. There are a number of factors in a real-world shop that (20) peoples perceptions of a business: these (21) the location and the appearance of the premises, the quality and the pricing of the merchandise or services ' and the behaviour of the staff. However, if a company is trying to make a good impression with online customers, most of these factors do not (22) a part. In the (23) of these factors, the way customers are (24) when they have a reason to call has a fundamental effect on a companys ability to retain them as customers. Even more than regular telephone or in-person customers, web customers are impatient, easily frustrated and always conscious that they have other places where they can (25) their business. Preventing them from doing that means meeting them on their own (26) and providing them with what they want. This necessity, in (27), means that companies that sell over the net must get back-end functions right. Imposing (28)

requirements on customers will not work. a business that (29) on customers emailing for assistance instead of using the phone, for example, will lose repeat custom. If the phone is used, it must be answered (30), and the staff should look for ways of helping even the most awkward customers (31), as is more usual, trying to find some (32) to blame the customer for any problem. An important , final point is that it is vital that all addresses , web links and phone numbers work properly and efficiently. This ought to (33) without saying. Experience , however, shows that it does not. 19、 A relationship 100Test 下载频道开通 , 各类考试题目直接下载。 详细请访问 www.100test.com