IT cannot be used to build good customer because good relationship is to be build using face to face rather than online meetings.

1. Trust issues

Should a customer meet the company members face to face, its easier to build up trust with each other and this helps in improving customer relationship with each other.

1. Time taken

Time is wasted for the problems to be solved due to the need to wait for a reply and the time taken to send a solution. A prime example would be recovery of hacked emails, many times, the administrator would request for the identification number of the person in order to verify and the replies back and forth would result in time wasted

Make things easier for the customers to locate around the website, examples of this includes Ibanking and Singapore Polytechnic’s SAS system. This method will help customer to navigate with ease around and help them to track certain information that will be required in the future.

Banks can also use methods such as storing a database of the customers so that they can be contacted with ease if the need arises, also, the companies will also know who they are contacting and this helps greatly in allowing the customers to know that the company cares about them.