

## Customer Service with Autoresponders

Ideally, when you perform customer service, it is done on a one-on-one basis with each of your customers. That works quite well in the offline world - but on the Internet, that simply will not do. Your customers are literally all over the world, and there is no way that you can really deal with each one of them personally. That is where an autoresponder comes in.

Customer service with autoresponders is quite simple. When an order is place, an autoresponder can send out the receipt for the sale, the information for accessing the product, and a 'thank you' email. This happens whether you are logged in to your computer or on vacation in an exotic location! But customer service doesn't always end right there, and if you are away from your computer, you may be letting your customers down!

For instance, an elderly gentleman sees your product advertised and places an order. Everything goes through just fine, and he receives the receipt, the download information, and your 'thank you' email. Your product is an ebook, compiled into a PDF file. This particular gentleman doesn't understand what a PDF file is, and he has no idea what you mean by 'right click to download.' He needs additional customer service for the product that he has purchased, and there is nobody available to help him - nobody but an autoresponder.

Set up an additional autoresponder that will send out a list of frequently asked questions or problems that deal with customer service or how to access the product. Also set up a support autoresponder. If he sends a message to support, he should get an instant message back letting him know that his message has been received, and how soon it will be addressed. This will give him some measure of comfort, and in most cases, he will wait that specified period of time for assistance.

However, if he doesn't know how to download the product, and he sends a message to support, and nothing happens, he will most likely become very dissatisfied in a very short period of time. The difference between a patient customer and an irate customer is one simple autoresponder message that can and should be set up in under five minutes.

Really think your ordering process through, and consider the potential problems that may occur for your customers. Get an autoresponder set up to address those problems, and you will find that your customers are more satisfied with your products, and extremely satisfied with your customer service - all because your autoresponders handle their problems right away!

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