

## Contacting Customer Service When Online Shopping

Online shoppers often need to deal with customer service representatives from the online retailer they choose to patronize. From making purchases to dealing with problems with the order a customer service representative can be a great deal of assistance to online shoppers. This article will focus on some of the common interactions online shoppers have with a customer service representative. Some of these interactions include making a purchase, asking questions about products and making a complaint about an item purchased. This article will also discuss some of the common methods for contacting customer service including telephone, email and online forms.

### Contacting Customer Service Representative to Make a Purchase

One of the most common interactions between online shoppers and online retailers is the process of making a purchase. Although many online retailers offer shoppers the ability to make their purchases directly through a website, most of these retailers also offer the opportunity for the customers to make the purchase by calling a customer service representative. Online shoppers may prefer this method for a number of different reasons. Some online shoppers may have apprehensions about the security of the website while others may simply have a personal preference for placing the order online as opposed to through a website. Regardless of the reason for contacting customer service to make an online purchase, the buyer will likely find this interaction to be quite simple as long as he has all of the necessary information on hand. This included information such as the product number and his billing information.

### Contacting Customer Service with Inquiries

Another reason why online shoppers often contact a customer service representative agent from an online retailer is to ask questions about the products offered by the retailer. Consumers may have questions because the website does not provide enough information about the product. Even online retailers who offer very detailed product descriptions may omit details which are important to a particular consumer. In these cases the online shopper can contact customer service to have these questions answered. These questions may pertain to the product or other factors such as the shipping policies or return policies. Regardless of the subject of the question the customer service representative should either be able to answer the question or should be able to find an answer for the consumer.

### Contacting Customer Service with a Complaint

Contacting a customer service agent with a complaint about a product purchased

online is definitely one of the most difficult and stressful interactions an online shopper can have with a customer service agent. However, there are occasionally situations in which these interactions are necessary. When these situations arise it is important for the consumer to ensure he has all of the necessary information available when contacting customer service. This will include information such as the order number and the billing information. The order number is important because it will allow the customer service agent to verify items such as the item which was purchased and the date of the purchase. With this information the customer service can provide information about the options available to the consumer such as a refund or an exchange.

### Methods of Contacting Customer Service

Online shoppers who wish to speak to a customer service agent from an online retailer typically have a few options available to them. The most popular option is the ability to contact an agent via telephone. Most online retailers provide a phone number for reaching customer service on the receipt as well as on the website. However, the telephone is not the only way in which online shoppers can contact customer service. Email is another popular option consumers can use to reach a customer service agent. Most online retailers offer the option of emailing customer service to make inquiries or complaints. Some retailers even provide online forms which make it easy for consumers to reach a customer service agent. These forms typically enable the consumer to provide his own contact information as well as the reason for contacting customer service. A customer service agent will then investigate the inquiry or complaint and respond to the customer either via telephone or email.

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