



Ethana Online Announces Availability Of Live Chat Customer Support Software

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Australian based Ethana Online has announced the availability of their live customer support software. The company has made it clear that this type of consumer communication software can help grow business brands, encourage brand loyalty, and lower the costs of customer service for the companies that utilize it.

Company representatives have pointed out that live chat customer support software is the latest technique in consumer communication and that companies which use it may be able to rise above competitors, giving themselves an edge with their client base. Whether companies are in sales or services is not relevant to the software, and Ethana Online encourages those interested in learning more about the pros and cons of this software to visit the company website.

Live chat customer support, which has been steadily gaining in use, offers website visitors the chance to interact and speak to customer service and sales representatives the same way that they would in a brick and mortar establishment. This ability is often a big incentive for those consumers to buy, and Ethana Online believes that the software also strengthens the rate of conversion from site visitors to sales.

One thing that has been noted in regards to online shopping is that if a shopper can't find what they need within the first minute they are more likely to move on to another website in hopes of finding it. With the rise in mobile site usage and world-wide providers such as Amazon and Ebay selling goods that can be found on other sites, competition is getting tougher. This is another reason why Ethana Online representatives believe that their live chat customer support software will go a long way with those sales companies trying to build a better brand and bring in a loyal client base.

The tool is also said to act as a customer feedback tool, giving users the ability to keep track of recorded consumer and rep conversations as a method of accepting criticism, making changes, or gaining insight to positive testimonials. Ethana Online believes this keeps a lot of the more negative feedback off of business websites, but still allows management teams to access the data and respond to situations as necessary. The positive feedback can be used with customer permission for published reviews and other promotional efforts to improve consumer relations.

Ethana Online expresses their interest in communicating with businesses that wish to use their software. They encourage those companies that have yet to implement live chat customer support to take a look at their pricing and packages and try the software to see if it might be a good fit for their business.

Those who have questions or concerns regarding this press release, chat support software or Ethana Online may want to use the contact information below or simply [click here](#) for more details.

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We deliver advanced marketing technology to business.

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