

Order Taking Call Center and E-Commerce: Giving Customers the Best of Both Worlds

Order Taking Services Can Boost Your Business Success Online

No one can argue that the internet has changed the way we live our lives. Social media has allowed us to keep in touch even with long lost friends from way across the globe—friends who we haven't seen since high school, or some 20+ years ago.

And of course, there is online shopping. As the name suggests, online shopping or E-commerce (electronic commerce) makes it possible to shop for goods and services online, without necessarily stepping into a physical store. It enables people to buy anything - from bags to shoes - without having to line up at the store counter or even holding the item in their hand—until it arrives at their doorstep, of course.

Order in the E-commerce system

While E-commerce has grown in popularity over the last few years, it cannot be denied that there are still quite a number of folks that aren't comfortable with shopping online. Whether its technophobia, the fear of giving out their credit card number to a computer, or simply wanting to experience the joys of shopping at their favorite retail outlet, such people do still exist.

And this is where an order taking call center takes its cue. As you're probably aware, an order taking customer call center gives customers the chance to place an order or follow up on their existing shipments via a simple phone call.

Thanks to the order taking call center service, online shoppers and business people conducting e-commerce can:

Ask for assistance when they need it: E-commerce websites that allow users to view a photo or even a video of the item they're interested in are nothing new. Despite all the details given, a shopper may still have a few questions about the item. This is where an order taking customer service center comes into play. A live customer care telephone or live chat agent is on standby to assist shoppers with their needs—just like in a real physical store.

Transact with confidence: There are quite a number of people that aren't comfortable giving out their credit card number or conducting business transactions with a "computer". An order taking contact center live agent makes it possible to apply for a credit card, subscribe to their favorite magazine title, or even pay for the item they're buying with the peace of mind that someone will "receive" their information and/or payment—and that it won't necessarily get lost in computer limbo.

The Human Touch: All this is made possible thanks to the "human factor". This is the knowledge that a shopper or business owner is still dealing with another living, breathing human being, albeit located way across the globe.

The Best of Both Worlds

An order taking call center from Magellan Solutions complements the whole E-commerce experience, especially when it comes to bringing in more online shoppers. It allows one to shop from the comfort of one's home or office, plus the peace of mind.

The order taking-E-commerce combo can best be described as a virtual store, complete with the sales attendant and cashier, albeit from a distance. The sales agent is just a quick phone call, or click-of-a-live-chat-icon away when needed. What's more, it allows shoppers to pay for their purchases with the help of a "live" cashier, minus the long lines at the checkout counter.

This is what customers want—convenience with peace of mind. It really is the best of both worlds.

Find out how Order Taking Services can provide a better customer experience and increase your sales online. Call us toll-free or visit our web site today.

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