

Elevating customer service to the next level

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Do you dread calling a company to get customer support? Most of us do. We are on hold forever and the problem drags on way too long, leaving brand loyalty damaged.

Some companies are solving that problem by partnering with [Support.com](#) - building customer loyalty, developing a competitive advantage, and turning a profit at the same time.

When customers call for service, they want a problem solved - and quickly. There are two types of customer care, regular and enhanced. With regular treatment, the customer's experience often starts with a long wait. By the time the problem is solved, the customer is often cranky, which does not lead to a good relationship.

Enhanced customer care is often handled by separate companies like Support.com. They fill the role of the customer service experience provider. Their job is not just to solve the customer problem, but to improve the customer's relationship with the company - and earn a profit in the process.

Read the [full article](#) on [E-CommerceTimes.com](#).

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