

Twitter: A customer communication lifeline

When you're talking with your best and most trusted friends, there is no need to defend yourself with disclaimers, overly defined examples, or defensible arguments. The conversation just happens. When two friends know each other well, they finish each other's sentences.

By [Louis Columbus](#) 8 Sep 2008

Wouldn't it be great to communicate like that with your customers? To what extent they are delighted or disgusted with your products or services? What did they think of the last product? Did they care about the new Web site or was it your personal attention to their e-mails and the fact someone returned their call the same day that mattered? Stepping back, isn't getting a response to these questions what good marketing all about?

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