

## WEB 4.0

### *Bringing quality customer service to the world wide web*

We have seen Web 3.0 and its predecessor, the social Web 2.0, evolve. These revolutions to the World Wide Web attracted millions of new users to the internet.

But in this growth process of the internet no one had an eye on the fact, that the growing number of people demanded quality in support and customer relationships - like in the real world.

The growth of the web also had effect on the companies already existing in cyberspace. But their customers were not offered the same careful treatment as they were when going into the department store of the same company. Support was bad and customer relations were hardly ever kept up in the same quality compared to real life.

Due to the fact that more and more business is transacted over the internet, bargain deals soon won't be what people are looking for. Instead, they will demand quality treatment, a reasonable response time to troubles with products bought online and proper after-sales support as well as easy to use websites.

WEB 4.0 is the quality offensive started by Deutsche Webdesign to establish production standards such as improved consumer relations and customer satisfaction.

### **How does WEB 4.0 achieve that?**

The times where you simply provided a website and would be thought of as revolutionary are over. Because along with the millions of users attracted to the web every month, the number of your potential customers will rise as well – and with them, the number of inquiries you will receive and the amount of business processes you will have to handle.

Resulting out of that, there are basically two general ways you can go: either you hide or you face them.

Deutsche Webdesign has developed concepts for production-environments that can help you to optimize your business processes and improve customer relations. This is what we call WEB 4.0 – the quality web.

The foundation of our WEB 4.0 is a customer relationship management system which can for instance

- help you to take better care of your sales-potential. From contact to lead, to follow up, to customer and beyond. You guide your customers through the whole sales process in an effective manner.
- help you to get organized and stay in touch with your customers and leads easier than before
- handle incoming inquiries with more efficiency through the included trouble ticket system
- eliminate the costs for third-party-software from your organization because the whole CRM production environment is web-based
- import leads from csv datafiles which are often provided by lead-resellers

Take the advantage and be one of the pioneers in offering your customers online satisfaction rather than only providing products at bargain prices.

### **Benefits**

- Optimize business processes: *all correspondence coming in over your website is not sent via email to your team but will be directly accessible to your team in the back-end (CRM) for further processing*
- Improve your customer relationship: *having a constant information exchange with your clients*
- Increase production: *processes are centrally accessible to your whole workforce thus making it needless for your teams to look up information in secondary systems*
- Take care of inquiries more efficiently: *all incoming correspondence is directly imported into the CRM (customer relationship management) and can be worked on by each staff-member equally*
- No costs for third party software: *the whole system is web-based and can be opened on almost any operating system which comes with a browser, even free of costs or low cost OS' like LINUX*
- No production loss because of absence of team-members: *tickets and process information is stored to system and can - in case of new incoming information - be opened and worked on by any other team member*
- Decrease workforce and support costs: *your support can be categorized into different levels thus lowering workforce costs. First-level or general support is cheaper than hired specialists which are too expensive to take care of general inquiries which can be handled by first level support agents.*

- Improve internal communication and information distribution/exchange: *information on your contacts, leads, merchants, competitors etc. is stored into the back-end of your Web 4.0 solution and is centrally accessible*

Contact us to acquire more information on WEB 4.0

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