

## Retail: Distance Selling / E-commerce

With 16 billion euros in turnover for 'regular' e-commerce, online content (classifieds, games, music, press) and financial services (loans, online trading), in 2007 the French e-commerce market and online services alone posted turnover of 19 to 20 billion euros in 2007\*.

In parallel, according to a survey carried out in 2007, 61.1% of Internet users said they were confident buying online compared to 58.1% in Q4 2006\*.

The customer service efforts made by distance selling businesses have played a key role in this confidence. Even more than in traditional business, customer relationship management plays a key role in customer loyalty and thus in income growth, particularly for retailers with no physical presence.

Furthermore, regulatory constraints are obliging retailers to a higher level of involvement and increased reactivity concerning all channels of contact.

Webhelp listened to its customers' concerns and, as a result, can offer multichannel solutions (voice, letters, email, etc.) taking into account seasonal activities, extended time slots and legislation, while offering an optimal level of service.

### Our areas of expertise:

- Telesales / Telemarketing
- Acquisition / Order taking
- Sales assistance
- Loyalty
- Claim management

\* source ACSEL