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| The use of ICT in Customer Services |
| Advantages | **Disadvantages** |
|  | http://us.cdn4.123rf.com/168nwm/iqoncept/iqoncept0902/iqoncept090200010/4286570-a-computer-customer-support-person-types-on-a-laptop-computer.jpg |

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| --- | --- | --- | --- |
| **Website is easy to use and contains lots of detail about the products and business** | **Goods cannot be tried on or tested before purchase** | **Customers must have the use of a computer** | **Can order and pay for order online from “the comfort of your own home”** |
| **Is easy to compare prices and products with other businesses** | **Websites might not be frequently updated** | **It is easy to contact business** | **It is quite cheap to set up a webpage** |
| **They might not respond quickly and there is no personal contact with sales staff** | **It will need to be updated and this may involve further costs** | **Can access consumers around the world and promote the business and its products** | **Accessing consumers in other parts of the world may lead to communication and transport problems** |
| **The business must be prepared to reply to emails and orders quickly and deal with customers who return goods** | **It can be cheaper to sell products** |  |  |

**Extension: Show which advantages and disadvantages affect business and which affect customers.**