

Skyrocketing E-Commerce Industry Sparks Increase in Start-Up Successes and Growing Pains

Internet commerce is estimated to exceed \$211 billion in 2006. With estimates as high as \$300 billion for e-commerce in 2008, many online entrepreneurs are finding trouble areas in their piece of the expanding Internet pie.

November 14, 2006 – Business transacted over the Internet is expected to top \$211 billion in 2006 with some experts expecting the final figure to approach \$250 billion. As estimates for 2008 approach \$300 billion, many entrepreneurs and small businesses finding their customer service needs are outpacing their operational resources.

“The Internet is easily the fastest way to succeed in business,” Robert Melillo, White Hat Marketing, explains. “Investing in an online business, even a home-based online business can have big returns,” Melillo continues. “Unexpected success rates typically spur concern over **customer service**. Many entrepreneurs find it impossible to run a business and offer their growing customer base the service quality Internet consumers demand – without considerable infrastructure expansion.” Melillo concludes.

The explosion of small and mid-sized Internet businesses has resulted in the emergence of a service industry dedicated to tailoring communication management and customer service, regardless of scale.

“Many smaller businesses look to us because they are literally drowning in phone calls,” Joe Baker, Client Services Director for AnswerConnect.Com explains. “The startup process is typically focused on generating business, but surprisingly few startups consider managing operational resources beyond initial success. Our clients need us to act as a their **virtual receptionists, process online orders**, field customer service calls and capitalize on 24-hour leads and sales. This is a radical departure from old call center processes as new strategic service offerings give businesses consistently high levels of service regardless of scale. We find that a good portion of our clients have Internet-based businesses and we offer them the operations support they need to succeed,” Baker concludes.

Professional customer **call centers** and order processing centers in particular, can give even a micro-business, big business equity. The Internet is an attractive channel for many businesses as estimates of \$300 billion in expenditures entice entrepreneurs from around the world. Creating a professional and profitable operation has become easier than ever with the new resources being made available to entrepreneurs via dynamic, result-driven call centers.

ABOUT ANSWERCONNECT

AnswerConnect is a full-service contact center located in the Pacific Northwest serving nationwide clientele. By investing in state-of-the-art technology and developing proprietary call center software solutions, we are able to offer a unique, and fully tailored

solutions for businesses who wish to outsource their call management. By aggregating the potential costs of staffing, capital expenditures, and program development across our customer base, we are able to provide our customers with premiere service for a fraction of the cost of similar internal services.