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Why should you let customers write reviews on your website?

Let's take call centers as an example. For telemarketing call centers, these customer reviews are very important. Customers will not hesitate to inform the company about rude telemarketers, but as the owner or manager, it is your responsibility to make sure that these episodes do not happen again. There are plenty of telemarketing call centers who hire telemarketers and set them to work immediately, without even bothering to train them properly or to inform them of proper telemarketing etiquette which often lead to offended customers. If you do not want your company to be just like every other call center out there, then you will listen to these customer complaints and strive to improve your telemarketing call center to be best in Singapore.

Companies in Singapore need to allow their customers to say what they want on the web, but it is much better if these words were written down on your website. Why? Because these comments (especially if they are positive) boost the integrity of your company, the reliability of your brand, and provide valuable content for your website. Whether your company is a business to business or a business to consumer, your customers will want to have a say about either your products or your company's service and you shouldn't stifle them.

First of all, you have nothing to worry about by allowing your sales leads to write their comments on your site. If they do write negative reviews, then it means there is still room for improvement for your product or your services. Your sales leads are writing down their grievances because they want you to know about the problems they have encountered. Usually, these reviews will state how they loved your product, but because of a flaw, they have decided to use that of your competitor. If you act quickly enough and remedy their problems, then they will most likely return to you because they see that you have a genuine concern for the welfare of your customers even after the sale.

Of course, just because your sales leads and business sales leads have pointed out a feature in your product that they consider a flaw, it doesn't mean that you have to immediately respond by altering your product. You can explain why that feature is so on your website, or you can email that particular customer directly since that person is most likely already in your email business list.

Another thing that makes customer reviews important is because they provide a very organic onsite and offsite search engine optimization. Your customers will often drop keywords in their comments and sometimes even links. All of these will eventually help boost your search engine ranking.

The bottom line is, if your website contains mostly positive reviews, and even if there are a few bad comments (as long as they are resolved), sales and business leads who happen to visit your site will seriously consider purchasing your products and services because of the honesty and sincerity that these reviews represent. Your website will become a much more effective lead generation tool thanks to the help of your own customers.

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