

9/28/06 - Newsletter: Using Web Tech for Personal Touch?

A growing number of businesses are discovering that when it comes to saving time and money while improving service, their web site can provide answers. They are increasingly turning to the Web to deliver **high-touch personal services** at a price that they can afford.

Your web site is more than an information source; it offers an opportunity to showcase your business while making your clients feel special. Use it to gain a competitive edge over rivals with features that automate daily tasks, allowing you to do business better (see table below).

Task	What	Before	Now
Sell	Products and Services	Brick n Mortar Store	Online Store (Click here for more information)
Distribute	Literature such as brochures and catalogs	Post Office mail	Post on your web site, allowing visitors to search for information and download what they want (Click here for more information)
	Electronic files such as video, PDF, word, etc	Mail CD-ROMs or E-mail if file is small	Online vault for secure storage and distribution (Click here for more information)
	Information	Post Office mail	Blogs (Click here for more information)
Service	Clients & Prospects	Meetings and telephone	Personalized online communications (Click here for more information)
	Surveys	Paper and Telephone	Online Surveys (Click here for more information)
Advertise	Prospecting	Newspaper and magazines	Search Engines (Click here for more information)

If you do not see a solution to your business problem, visit our [services page](#) for more automating features.

Still unable to find a solution? Contact us and let our experts come up with one.

Best Regards,

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