

COMMEXIS

Building a Website that Works: Five Keys to Digital Success in the World of COVID-19

Innovation follows close on the heels of disruption, and the COVID-19 pandemic has disrupted the modern world more significantly than any event since the Second World War.

That means that you can expect changes and that you'll need to keep up. As the world continues to grapple with sudden shifts and unknown futures, you need to be sure your website is prepared to be a constant touchpoint between you and your customers and that it can handle being the center of your business. Now is the time to innovate.

This guide will give you the insights, tools, and strategies that our web development team knows will help you succeed in a world where digital business is no longer a luxury but absolutely necessary.

LIVE CHAT

Communication is – and always will be – integral to the success of your business. But as in-person interactions are limited and with the potential for even further limits to those interactions, it's vital to ensure that there are multiple lines of communication between your business and your potential clients or customers, current clients or customers, and past clients and customers.

Whether it's solving a problem, getting ahead of a complaint, discussing your services with an interested party, or scheduling a more in-depth discussion, a live chat platform on your site ensures an easy and fast means for your team to interact with your clients, customers and prospects. Not everyone is comfortable talking on the phone and for those that aren't, live chat is a great way to quickly and efficiently smooth out ruffled feathers, answer important questions and sell your products.



E-COMMERCE

Selling your products or services through your website is more important than ever before. Not only are more people turning to e-commerce sites to purchase everything from toiletries to legal help, the COVID-19 pandemic has made such sites necessary. You only have to look at the success of online marketplaces like Amazon to understand that e-commerce, pandemic or not, is the present and future.

Whether it's booking a consultation, shopping for your products, or paying for your services, your site needs to have an e-commerce page where your clients or customers can safely browse and then purchase. E-commerce can keep your business alive and even thriving in spite of potential shutdowns or other limits to daily business that may arise in the future.



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SAFETY ASSURANCES

Every business in the world should be reassuring their clients and customers that safety is paramount. Your daily operations have changed in response to the threat of COVID-19 and you need to be broadcasting that to the people you work with or hope to work with. If someone looking for your services sees your site with no clear statements about what you're doing to keep your staff and customers safe and healthy, they will quickly move on to a competitor that is clearly demonstrating the steps they're taking.

You need to clearly identify that your business is responding, adapting, and staying up to date with the necessary precautions.

VIDEO CALLS

Just like live chats are a necessary tool in expanding your communications with clients and customers, video calls are another tool in your arsenal for bridging the digital gap. The lack of interaction between your team and your clients and customer can be difficult, especially if your daily operations are focused on these interactions. Video calls offer a chance to connect in a more personal way and ensure that important details are not neglected during important conversations.

This makes video calls a great tool for communicating with potential partners as well.

Video calls are a valuable communication too, but if your clients do not know that this tool is available to them, it's pointless. Your site needs to clearly mention that you are using video calls, what applications or websites you're using for those video calls and how those who need to reach out can schedule a video call easily.

BUILD A WORKING WEBSITE, BUILD SUCCESS

A working website is about more than function, it must actually and actively be doing the work necessary to ensure your business operates smoothly. Just like the team you employ, the tools you use in your trade and the mastery you've built in your field, your website is an integral cornerstone to your success in the modern world. This was true before COVID-19, it is even truer now.

The Commexis team knows and understands the value of your website and can help you build one that not only will help you survive a turbulent world, but thrive, no matter what challenges may arise. Let us help you innovate.

