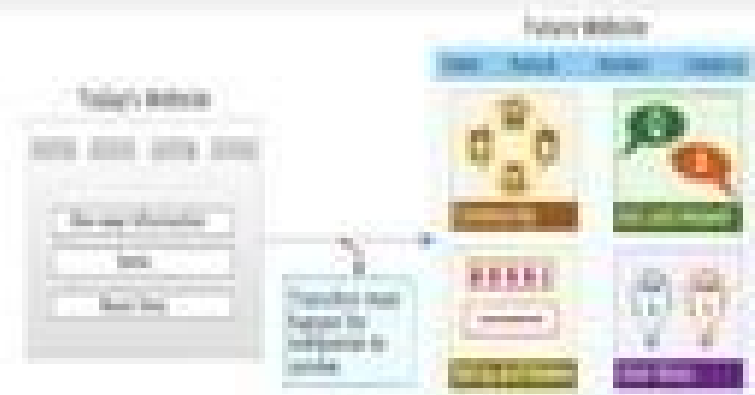


Overview

What are the major benefits to Organizations?

- + Key customers are connected
- + Provides additional benefits to customers
- + Increased customer satisfaction
- + Lowers barriers to entry for competitors
- + More engaged customers -> Customer retention
- + New revenue streams – Ads, Vendor directory
- + Introduce high engaging programs without heavy staff involvement or resources.
- + Convert non-customers/participants to customers.



"customers Expect Web 2.0 Tools"

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Rahman, Hakikur,Ramos, Isabel



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