

# Replying Promptly to Business Email

Businesses that do not respond quickly to email requests run a serious risk of losing business to their competitors according to a recent survey by web hosting company Fasthosts.

**H**ow often have you sent an email request to a company only to find yourself resending it again and again before receiving a response? It's a common and frustrating problem which most of us have experienced. Indeed some of us may feel a twinge of guilt as we read this, recognizing that we too sometimes need a prompt or two before taking appropriate action with emails.

But a recent report by Fasthosts should leave no doubt that slow business email response can seriously impact your bottom line. Companies that fail to respond promptly are in danger of losing business to their competitors: around 90% of customers said they would take their business elsewhere if they could not get a timely response to an email request.

The Fasthosts report indicates that almost 80% of those surveyed believed companies were slow to respond, often requiring three or more emails before they received an acceptable reply from the recipient. Irritating enough in itself, there are often the added frustrations of automated email replies and broken email links from business websites.

So if you're shifting uncomfortably in your seat, reflecting on your own sometimes slow response to email, what should you do about it?

Firstly make sure your business cards, website, and stationery have your correct email address included. Be sure to check your email regularly and, even if busy, try to offer some kind of non-automated response which at least tells the customer you will be dealing with their enquiry. Above all, remember that statistic: 90% of customers will go elsewhere if they don't hear from you.



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