

There are pros and cons to the ways we use technology to communicate with customers.

On the one hand, technology affects communication by making it easier, quicker, and more efficient. It allows you to **track conversations** and provide **better customer service**. Tech also makes it easier to gather customer insights and improve the entire customer experience.

However, some fear technology affects communication by hindering our ability to build relationships with clients. This will lead to brands becoming faceless entities.

The truth is that as long as you're aware of such pitfalls, you're less likely to fall victim to them. There are many more ways to use technology communication to build customer relationships than you may have realized.

and

The truth is

On the one hand

therefore

However

and

also