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

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

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

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

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