

Press Release

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Live chat enhances WNT's online customer support activity

New online system for detailed live technical support

WNT has updated its already market-leading customer support with an innovative live-chat facility on its website. Customers can gain direct access to UK-based technical support engineers and engage in detailed discussions relating to any of WNT's 55,000 products.

The new Live Chat aspect of the WNT website takes the established technology to new levels in terms of technical support. During 'conversations' the page in the WNT online catalogue that the customer has linked from is automatically displayed on the PC of the WNT technical support engineer in the UK. This simple link is proving highly effective and productive as it gives instant access to the product in question, eliminating the typical Q&A that takes place with conventional chat systems, saving valuable time.

"Customer service is always at the forefront of our activities so adding this newly developed chat facility to the WNT website is another advantage that we can offer to our customers. The systems ability to link directly to and see the specific products the customer is enquiring about, allowing our engineers to answer any questions and provide the support required that customers may have in the shortest possible time. Tony Pennington, Managing Director, UK & Ireland.

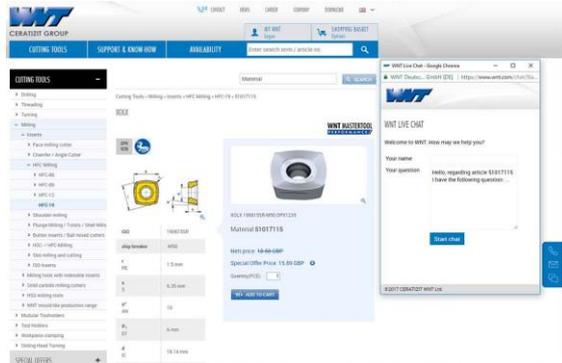
The WNT Group is a sales organisation supplying precision cutting tools to the metalcutting industry. TOTAL TOOLING = QUALITY x SERVICE² - this is the formula for total customer satisfaction. Through optimal service and an unbeatable product quality WNT is the ideal purchasing solution for the metal cutting industry.



WNT is successfully represented internationally in 19 countries and has its headquarters in Germany. It is part of an international group of companies with more than 5,800 employees worldwide.

For more information about the company, please visit www.wnt.com

Attachments:



Live Chat with direct access to product pages is further enhancing WNT's customer service

Issued on behalf of



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