

# Internet Shopping Tips

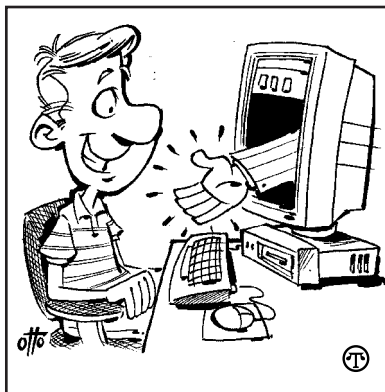
## New Web Technology Makes Buying Easier

(NAPSA)—Good news for consumers: Recent additions to Web sites are making them more “user friendly,” adding a human touch to the online shopping experience.

The first new feature is something tens of millions of teenagers are already enjoying, Instant Messaging. Now many Web sites have added their own Web chat feature to let browsers ask questions of live representatives. This feature doesn't require signing up for AOL Instant Messenger or for MSN Messenger—it's all done via your Web browser.

Web sites like [www.ibm.com](http://www.ibm.com) even allow sales representatives to do something called “collaborative browsing” where they will help you navigate the site by literally moving the mouse to the appropriate “links” on a Web page for you. Don't worry, the sales representatives are not taking over your computer, they are just getting you started in the right direction through a pop-up window.

Another new feature is something called “Page Pushing” where, through a Web chat interaction, sales representatives can send you actual Web pages you want via your Web browser. Say you're having trouble locating the printer that works best with the new PC you just bought. A “cyber-sales representative” can send you



the Web page which includes the relevant information.

Finally, Web sites have started deploying “Call Me” buttons which, after you put in some basic information about yourself (including your phone number), trigger a telesales representative to call you to assist you with your purchase. Most online retailers allow you to make purchases via the phone as well.

Why do companies add this “human touch” back into the Web shopping experience? The bottom line, IBM research shows, is that more than half the customers who use these technologies make a purchase.

Online retailers have created with these new online shopping tools a salesperson who is always there when you need him or her.