

## NEW ONLINE SOLUTIONS FOR GENERATION OF NEW CUSTOMERS

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### ABSTRACT

Customers are crucial resource in each company. That is why companies should pay attention of getting new customers and satisfy their demands and needs. Companies can attract and get new customers though usage of effective and powerful online solutions. These kinds of solutions can be online solutions for collaboration and communication with customers, online solutions for training, online solutions for sharing content and valuable information to customers and online solutions for doing promotions and presentation of products and activities of the company.

In this paper will be presented all of these innovative online software solutions that can help companies to keep the existing customers and to attract new customers. Also in the theoretical part will be explained the reasons why companies should use these kinds of solutions and what benefits they can get.

In the practical part of this paper will be shown case study of company that is selling these kind of software solutions and also use the same solutions for attracting new customers.

The goal of this paper is to motivate all the companies to start working with innovative solutions, to be different than their competitors and to reach their goals. If companies are using these kinds of solutions they can declare like innovative companies that are using proper tools based on proper knowledge for working and attracting new customers.

**KEYWORDS:** Online Solutions, Customers, Web Meeting, Webinars, Trainings

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