

Kitchen Countertop Retailer, Replacement Counters, Makes the Connection With Consumers

To engage and build long-lasting relationships with customers, the innovative kitchen countertop retailer, Replacement Counters, has added Twitter and Facebook to their consumer focused initiative.

October 26, 2009 (FPRC) -- SOMERSET, NJ -- It might be an online website, but that hasn't stopped those behind ReplacementCounters.com from offering the best personalized customer service possible while connecting personally with clients and the general public.

Through the company's new Facebook and Twitter page the innovative countertops provider will be better able to answer any questions and address any concerns the consumer might have while offering educational hints, tips and advice.

"Our role as a provider of replacement countertops isn't just to provide a range of quality materials. Our job is to ensure the consumer can make educated, informed decisions about their kitchen countertop, while making the entire project as seamless and as easy as possible," said Peter Quense, General Manager of ReplacementCounters.com.

In a day and time where social media has taken an important role in the lives of many consumers, these two outlets have quickly become a vital lifeline to their current and future clients. The most important reason for including these two sites into their arsenal, however, is to strengthen and build life-long connections with consumers.

The kitchen countertop retailer is adamant about supporting consumers throughout the process and providing them with the highest quality materials. And, they believe all this starts with a quality education about countertops. In an industry that is relatively unknown to the average homeowner, this is a vital and important step.

This isn't the first move ReplacementCounters.com has made toward interacting with consumers and personalizing their experience. Their website is filled with information in the form of educational PDFs and onsite content, which ranges from choosing the right countertop material to the care and maintenance of the various materials.

The 'dream gallery' is ideal for clients wanting some ideas for their own remodeling project as well as an opportunity to get an upclose look at what makes each of the materials offered special. There is also a video, which ensures everyone who visits the site can find what they need and is able to get the most from it.

Customers and home improvement enthusiasts can connect with Replacement Counters on Facebook at: <http://www.facebook.com/pages/ReplacementCounterscom/126972012762> and on Twitter at: <https://twitter.com/rcounters>.

About ReplacementCounters.com:

Founded in 1991, ReplacementCounter.com offers a full line of premium kitchen countertop materials including corian countertops. The company is known for its innovation, creativity, and

dedication to consumers. As a result, the retailer provides the consumer with an extensive resource of all kinds of hints, tips, and how-to's in order to ensure everyone gets the most from their remodeling experience.

Contact Information

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