

Google+ for Dell's Sales, Service?

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Will Dell start using Google+-- specifically its videoconferencing system-- for customer service? That's what CE Michael Dell suggests, saying "I am thinking about hangouts for business."



Google+ is now over 3 weeks old, with over 10m users.

The idea to use technology for customer support is not new, of course-- with chat windows augmenting phone support while companies like Citrix sell remote support tools.

Video chat does appear to suit Dell's preferring to deal directly with customers-- even if some commentators describe its tech support as "somewhat of a standing joke."

While Hangouts (in its current form) won't fit what Dell has in mind, Google could implement such a service once it rolls out Google+ for business. Such a service could, however, turn resellers' heads-- particularly those competing with Dell's field and telesales staff.

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