

New 3B Site Launched

Date: 12-27-2005 10:11 AM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Net Business International](#)

Announcing a Brand-new, Better Browsing Experience for 3B Software in 2006! -

3B Software today announced the launch of a brand-new, better browsing experience for customers via a newly and professionally-redesigned Web site. The site offers computer users streamlined navigation, easier and faster access to product information, purchases, customer and technical support, plus a brand-new "Search 3B Software.com" feature.

"We decided to do a redesign to the site based on customers' suggestions and to create a more pleasant customer experience," said Duane Davis, Operations Manager for 3B Software, Inc. "Our customers should never have the 'lost where I am' feeling that seems to happen on some sites."

One of the new Web site's best features, according to Davis, is the "Search 3B Software.com" option. "We have designed the site to have a 2 to 3 click response, meaning that the customer or potential customer will arrive at what they want or need within 2 or 3 clicks," said Davis.

Another highlight of the site is the addition of new and updated 3B Software products, including the ability to download trial versions of the latest in utility software programs. An expanded online Customer Service Center, complete with an FAQ section, assists with specific inquiries on re-downloads, orders, billing and other non-technical support questions. The online Technical Support Center offers informative bulletins, information about computer requirements and answers to technical questions about a particular 3B Software product.

Other highlights include streamlined navigation tabs and a left-to-right configuration of lists and tabs, offering an enhanced and natural online reading and research experience. Overview pages present customers with a snapshot of topics or products that can be found in each section of the Web site. Potential customers have the ability to get more information or buy or download programs immediately along several stops during navigation.

The new Web site complements the company's ongoing efforts to provide self-directed computer users with the ability to find the superior tools for superior computer performance in a superior purchasing and support internet environment.

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