

## CRAIC Technologies Introduces Live Chat for Faster, Improved Online Customer Support

*CRAIC Technologies™ introduces a new live chat feature on its website [microspectra.com](http://microspectra.com) to provide customers with faster and more detailed sales and technical support.*



SAN DIMAS, CA – October 24, 2011– CRAIC Technologies, the leading manufacturer of advanced UV-visible-NIR range systems for microscale analysis, announces the introduction of a live chat feature on its website [microspectra.com](http://microspectra.com). This feature allows customers and prospective customers browsing the website to ask CRAIC Technologies customer support representatives questions and receive a prompt response. Available during normal business hours, CRAIC Technologies live chat feature will allow you to converse directly with the experts from CRAIC Technologies. This includes everything from the science behind UV-visible-NIR and Raman microspectroscopy to the best way to configure an instrument for a particular experiment to pricing to advanced technical support questions.

CRAIC Technologies customer support representatives now have another method in which they can help customers. The CRAIC Technologies live chat feature can assist customers during the sales process as well as providing after sales support. Visitors

to [microspectra.com](http://microspectra.com) will see the live chat window in the lower left hand corner of their web browser. A customer simply types in their question and it is sent to a CRAIC Technologies customer support representative. Answers can be made rapidly and the customer does not have to install any additional software.

Visit [microspectra.com](http://microspectra.com) to learn more about CRAIC Technologies and experience our high level customer service and expertise in UV-visible-NIR microspectroscopy today.

### **About CRAIC Technologies**

CRAIC Technologies, Inc. is a global technology leader focused on developing technology and methodologies for UV-visible-NIR microscopy and microspectroscopy. CRAIC Technologies creates innovative solutions, along with the very best in customer support, by listening to our customers and implementing developments that integrate operational excellence and technologic expertise. CRAIC Technologies provides solutions for customers in the forensic sciences, biology, health sciences, semiconductor, geology, nanotechnology and materials science markets whose applications demand accuracy, precision, speed and the best in expert customer support.

### **Contact information:**

CRAIC Technologies, Inc.

[www.microspectra.com](http://www.microspectra.com)

[sales@microspectra.com](mailto:sales@microspectra.com)

+1-310-573-8180