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LATICRETE Launches First-in-Industry Live Chat Online Technical Service

Live Chat to deliver instant, easy-to-access, five-star customer service across the globe

March 6, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the tile and stone industry, has launched the installation material industry's first Live Chat online technical service functionality of its kind, allowing customers to connect directly with a LATICRETE Technical Services representative via web chat, email or phone call. Agents are available daily, 8 a.m. to 6 p.m. ET.

"Live Chat raises the bar for the entire industry, with LATICRETE leading the way. We'll be able to provide instant, easy-to-access, five-star service to our customers across the globe by whichever means is most convenient for them," said Mitch Hawkins, Technical Services Manager at LATICRETE.

LATICRETE Live Chat, which is available on every page of the company's website, can be accessed through computers, tablets and smartphones, without having to download an app.

Live Chat allows the technical services team to instantly address the current situation at hand while providing customers with instant access to information and assistance wherever they might be.

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Globally Proven Construction Solutions

About LATICRETE

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit laticrete.com.

