*Webcare: Current trends and future perspectives*

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Somewhat more than a decade ago (in 2006) UPC started with a webcare team, to switch ‘cold handling’ to engage with consumers more reactively, proactively and interactively. They became an example for many organizations both in the profit and non-profit sector. Along with practice of werbcare, webcare research developed.

In 2012 webcare was first defined, bridging the customer service, reputation management, marketing purposes of this practice, and a new field of research emerged. Webcare research focused mainly on responding to negative word of mouth (nWOM) and in general answers the questions *whether* and *when* one should respond, with *what* response, and *how* one should respond. While researchers are answering these questions, and provide important insights, the world is changing. New communication channels emerge, such as human-to-machine channels, and the way consumers communicate about brand and interact with brands is changing, for example from textual to visual modes. At the same time digital communication methods are in development as well, expanding modes of data collection and analyses. This presentation outlines current trends and developments in communication and communication technology and the challenges and opportunities these developments bring for future webcare research.​