BellaVista Promotions: People Skills are More Important Than Digital Skills

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BellaVista Promotions look at the studies surrounding businesses and digital skills and promote personal interaction as an essential tool.

BellaVista Promotions, an outsourced direct marketing company explore findings from a study by Lloyds Bank, and statistics surrounding businesses' digital skills. Having basic digital skills includes activities such as using e-commerce, running a website or maintaining a social media presence. BellaVista Promotions believe that the direct interaction with customers on a face to face basis is more important than focusing so much on digital skills, and feel that businesses would be better off investing their time and revenue into the customer care departments of their business.One of the findings of the research conducted by Lloyds Bank detailed the lack of digital skills developed through non-profit organisations. BellaVista Promotions feel that for this market it is the development of loyal customers that are imperative for the company's survival and the non-profit organisations invest more in their face to face skill development.

BellaVista Promotions has the opinion that businesses should focus more on establishing good customer service skills as they are key for customer satisfaction and building a company's image and enhancing the overall customer experience. The company manages regional and national campaigns on behalf of large blue chip companies and since the company started, they have placed emphasis on the customer experience. BellaVista Promotions express how it is a crucial ability to offer exceptional customer service, and boasts it as an attribute when attracting new clients. When managing another company's brand they place emphasis on the customer experience and feel that this gives the brand the competitive edge and allows them to build a long lasting relationship with new and existing customers. BellaVista Promotions is an outsourced sales and marketing firm that specialises in a personalised form of direct marketing. The firm's sales reps connect with consumers on a face-to-face basis in order to make strong and long-lasting connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and customer loyalty for their clients. The firm specifically teach their sales reps important sales skills and techniques through their business development program.BellaVista Promotions have achieved a good balance of technology utilisation and customer service skills, with their main objective to prioritise the customer experience for all the brands they develop campaigns for.

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Scan Me:

Company Contact:

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BellaVista Promotions

E. info@bellavistapromotions.co.uk
W. https://www.bellavistapromotions.co.uk/

Additional Contact(s):
Haidee Tucker

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