

BellaVista Promotions Review Why Apple Stores Offer One of the Best Customer Experiences in the World

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Following the story of how one Apple fan travelled around the world to attend 140 store openings, [BellaVista Promotions](#) reviews what businesses can learn from Apple in terms of their memorable customer experience.

Apple fan and blogger Gary Allen travelled thousands of miles to attend 140 Apple Store openings all around the world. Outsourced sales and marketing firm BellaVista Promotions followed his blog. "Businesses can learn a lot from the Apple store, as it is one of the most profitable retailers worldwide," says BellaVista Promotions. The Apple Store not only has fantastic products and a unique attention to detail, but its heart and soul are the people they hire. Gary Allen explains: "Look at the way Apple hires. Look at the way Apple Managers coach employees. Look at the whole picture."

About BellaVista Promotions: <http://www.bellavistapromotions.co.uk/>

Apple's people are trained to communicate the benefits of the company's products with truthful passion. It is not about previous experience, it is about the spirit and collaborative attitude people have. BellaVista Promotions say that by selecting people that are right for the business, Apple enriches people's lives by creating a memorable and even magical customer experience. "Anyone who has been in an Apple Store before knows how efficient the experience is. They really 'wow' consumers," add BellaVista Promotions.

It is all about the little things. Upon entering an Apple Store customers are greeted with a friendly smile. Instead of a cashier, Apple employees are knowledgeable and can provide advice on a personalised one-on-one basis, explains BellaVista Promotions. In addition to that and unlike other stores, consumers can touch and play with the products. The tiles, wood, panels and the glass spiral staircase are uniquely manufactured, kept clean and without any clutter. Gary Allen experienced how meticulous Apple are about this and describes: "It's almost to the point of being absurd." BellaVista Promotions point out that Apple's attention to detail and the way they select and train the people they work with are what makes them unique and differentiates them from competitors all around the world.

BellaVista Promotions follow a similar policy for their business, by working with contractors who are passionate and have a positive attitude towards work. The Plymouth based direct sales and marketing firm raises brand awareness on behalf of its clients and promotes and sells their products and services. BellaVista Promotions spend time with consumers face-to-face, similar to the Apple strategy, building relationships between consumers and their clients and offering a positive and memorable customer experience.

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