Businesses Must Up Their Game to Please Consumers Claims Alpha Gamma Solutions

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Alpha Gamma Solutions, a direct sales and marketing company in Leicester claims businesses need to improve their customer service, following a recent study showing a rising amount of consumers believing businesses put profits before staff and consumers.As a company specialising in customer acquisition, Alpha Gamma Solutions recognise how important good customer service is and they viewed the findings with great interest.

About Alpha Gamma: www.alphagamma.co.uk

According to a poll for the CBI, consumers believe that businesses are putting profits before staff well-being and customer service.Those polled were dismayed by many companies, believing that they had abused their trust and sacrificed loyalty for a quick return and temporary boost in profits.Alpha Gamma Solutions say consumers aren't naive, they appreciate that a business only functions and prospers if it makes a profit, however they are unhappy when they feel it's made at their expense and they aren't receiving the service they desire

72% of those polled believed businesses put profit before the needs of consumers, a significant number.66% said that "businesses put profit before the well-being of their workforces.Human beings have a moral compass and they like to see others being treated fairly.

Seven in 10 of those surveyed said profits were a "good thing", but more than three quarters of respondents believe business "should be more transparent about what it does".

These results should persuade companies to be more transparent about how profits were generated, putting consumers in the picture rather than leaving them in the dark.

Alpha Gamma Solutions were extremely disappointed with the findings. As a company with incredibly high customer service standards, and an excellent customer satisfaction record, they were shocked to see many companies not listening to consumers and failing in basic customer service areas.Companies must be prepared to listen to feedback and to update and adapt their services to ensure customers are satisfied. "We believe that customer service training is one of the most important fundamentals every company should implement.It is a basic skill but when not taught correctly it leaves companies failing to satisfy customers.Unhappy customers create a domino effect on sales and profits.Companies need to react to these findings and rectify their errors."said Alexander Graf, Managing Director at Alpha Gamma Solutions.

Alpha Gamma Solutions is a young, dynamic, outsourced direct marketing and sales company based in Leicester.Their secret is simple, the best people, giving a premium experience to every customer. This might sound rudimental, but it doesn't take Socrates to figure out, that people buy from people.

Alpha Gamma Solutions believe in delivering a premium experience through face to face promotional marketing and sales campaigns.

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Alpha Gamma Solutions

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