Complete One: Have British companies become the masters of customer service?

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Sales and marketing firm, Complete One are thrilled by the news that British companies appear to be outdoing American businesses when it comes to customer service.

American businesses have always been famous for their extreme customer service. Whilst many people would see their customer service as over the top, it has really worked in America and many businesses have generated great success through their excited attitudes towards their customers.

About Complete One: http://www.completeone.co.uk/

However, according to new research it appears that British businesses are now wowing their customers, more than ever before, with their great customer service and attention to detail. Complete One has revealed how some UK businesses are leading the way when it comes to customer service:

UK-based Red Carnation Hotels are leading the way in the service stakes, recently taking four of the coveted positions in the 2015 Conde Nast Traveller 100 Bes Hotels and Resorts in The World's reader's choice awards.

Their flagship Milestone Hotel in Kensington is delighting travellers with their amazing levels of care. For example, every guest's preferences are researched – even if they are visiting for the first time – so that staff can provide 'TNTs' – Tiny Noticeable Touches. This could be a favourite soap or a rare bottle of wine. If it's important to the guest they'll make it happen.

Fine jewellers Boodles are as quintessentially British as afternoon tea. The 217-year-old family business is steeped in history; they design and make stunning jewellery and host some of the best social events in the calendar. But it's their level of customer service that sets them apart.

Jamie Bennett, manager at Boodles' flagship Bond Street store recently flew to Hong Kong to take a client to lunch. This particular client had wanted a rare Patek Philippe watch. When Boodles were allocated one, Jamie decided to deliver it personally.

Complete One believes that these examples of going above and beyond for clients are exactly something which they have taken on board. The firm gets to know every one of their consumers on a personal level by connecting with them face-to-face. This way they are able to understand their consumers better and find services and products that really suit their needs.

Complete One is an outsourced sales and marketing firm based in Newcastle. The firm specialises in unique marketing techniques in order to deliver increased customer acquisition, brand awareness and brand loyalty to their clients. To do this they develop personalised marketing campaigns and take these to consumers via face-to-face marketing methods in order to create long-lasting and personal business connections between brand and consumer.

Source:

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Company Contact:

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Complete One

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

Additional Contact(s):
Glen Lowes

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