CREDICO UK: Consumers' Willingness to Share Information is a Big Boost for the Direct Marketing industry

Thursday 9 October, 2014

After a string of recent reports claiming consumers are growing tired of sharing information with businesses, a new study suggests otherwise. Field Sales & Direct marketing firm Credico UK respond to the recent study and look at how the news could affect the marketing industry.

More and more businesses are choosing direct marketing to not only increase their sales, but to help them connect with their target consumers. With so many customer service processes becoming automated as technology advances the demand for a personalised marketing approach has steadily increased and Credico UK believe this is a trend that will continue. Direct marketing focuses heavily on creating a personalised customer experience by collecting customer information and feedback. This information is then used to ensure all individual customer needs are met, by treating each customer as an individual rather than a sales statistic; businesses can build stronger connections with customer and increase their customer loyalty rates.

A string of recent media reports have claimed that the majority of consumers are uncomfortable with the amount of information businesses are collecting and storing, claiming that sharing data may have a negative impact in the future. However according to a recent study by Webtrends it would appear that consumers are far more relaxed about sharing personal information. The study found that 58% of UK consumers are not concerned about the amount of data they share with brands, with less than a quarter of the 18-24 demographic believing that their data could be used negatively in the future.

The study found that the younger demographic are leading the support for direct marketing with 68% of 18 to 24 year olds and 64% of 25 to 34 year olds feeling that the amount of information they are sharing is fair and justified. Credico UK believe this is due to this demographic growing up in a more connected, data focused environment. The firm believe that this demographic are helping to change attitudes towards direct marketing and realising the positives of connecting with brands and receiving a personalised service.

Credico UK believe that the support from the younger demographic could help other consumer groups increase their confidence in direct marketing. The Webtrends study found that over 55s were currently still cautious about sharing personal data. This reluctance may be due to bad past experiences where data has been passed on to third parties or telemarketing companies. Credico UK hope that the results of the recent study will build trust among older consumer groups by highlighting how direct marketing protects customer data and uses it benefit the consumer by storing and following customers' individual preferences.

Credico UK is an outsourced firm that help businesses improve their customer relationships through direct marketing. The firm use face to face marketing techniques to connect to customers on a human level. Credico UK are pleased with the results of the recent study and are confident that the results will help more consumers gain a better understanding of why sharing data is beneficial. Credico UK believe that in order to improve customer relationships, it's vital for businesses to keep data secure. The firm follow strict data handling procedures to ensure their customers are protected and that their information is only used to improve customer experience.

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Credico UK

E. enquiries@credico.uk.com
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