

Credico UK Discuss The Damage Businesses Suffer When Brand Promises are Broken

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[Credico UK](#) outlines how trust is the foundation to achieving loyal engagement with consumers, and discusses the damage failing to keep brand promises can have on a business.

According to a recent report by Gallup, only half of customers believe that the companies they do business with always deliver on what they promise. Only 27% of employees asked within the survey said that they strongly agree that they always deliver on the promises they make to their customers (www.forbes.com, 'The Damage Brands Suffer from Breaking Promises', 15th October 2015).

About : <http://www.credico.uk.com>

When it comes to consumers buying into a brand, trust has been cited time and time again as one of the key factors. This is because trust is the foundation and prerequisite for obtaining deep engagement with customers. More and more, consumers want a brand to fulfill the promises that have been made to them and not just once, consistently. Customers will perceive a company in a much more positive light if there is greater trust.

Brands will only be successful if they are able to keep hold of their customers. Consistency in trust is a key factor in maintaining strong a relationship between a brand and their customers. The sustained building of trust through this consistency will nurture brand loyalty. Trust that is broken will de-value any relationship a customer has with the brand and it will be hard to win back.

[Field marketing specialists](#) Credico UK, take trust very seriously when it comes to building their clients' brand reputation. The company always guarantees a high level of customer service by interacting with customers directly, building relationships and ultimately, trust.

Credico UK is the country's leading field marketing organisation. The company delivers high quality results through consistency and reliability; creating a strong and trusting relationship between the clients Credico UK works with and their customers.

The organisation specialises in customer acquisition and retention services, working with daily clients to help them build brand loyalty through face-to-face solicitations. Credico UK builds personal connections and consumer trust between clients and their customers by taking the time to learn about each consumer's unique set of needs and requirements. This marketing approach provides tangible benefits and businesses are able to generate more sales and at the same time consumers feel more valued by businesses and benefit from a high standard of customer service.

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