Goldstream Incorporated Warn: Authenticity Is Crucial To Your Business

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Sales and marketing firm Goldstream Incorporated looks into why authenticity is the most 'looked for' quality in a business, and how brands can leverage this to gain a coveted position in the market.

About Goldstream Incorporated: http://www.goldstreamincorporated.co.uk/about-us/

Authenticity matters to customers, however many brands are not effectively connecting with customers and showcasing their authenticity in order to drive greater trust and revenue. From a customer perspective authenticity means delivering on promises, maintaining a high quality service and standard of treatment, communicating honestly, being genuine and real and acting with integrity. Ideally, these basic requirements should be the cornerstone of good business and core to every brands mission. Yet, in reality an alarming number of brands are struggling to deliver true authenticity, and customers are beginning to notice these shortcomings.

In a recent study by PR firm Cohn & Wolfe, 12,000 consumers were asked for their thoughts on brand authenticity. A staggering 78 percent of the people surveyed admitted that don't think brands are open and honest and that this behaviour has a huge impact on their brand loyalty and shopping habits. 88 percent of these customers indicated that they are willing to reward brands that are honest and real, which begs the question why so many brands are failing to live up to customer expectation when it comes to being an honest and authentic brand. Brand loyalty and customer acquisition experts Goldstream Incorporated believe that one of the contributing factors to this drop in authenticity is that many businesses simply don't have the resource in place to offer customers the quality of service they are after. Small businesses especially are under increasing pressure to maintain a positive growth trajectory whilst also delivering a high standard of service. With limited resources, staff and skills, the growth process can make it difficult to keep standards high, and a sudden influx of customers can lead mistakes being made and corners cut– both of which can cost them dearly.

Whilst Goldstream Incorporated understand that businesses are under increasing pressure and no brand wants to come across as unauthentic, the firm are warning that without due care and attention, brands may be making success harder to achieve by failing to invest enough time and effort into building trust and integrity among their customers. Focusing on the customer experience can be an effective starting point in building authenticity. Many brands wrongly believe that poor authenticity is the result of marketing failures, when in reality authenticity is built through positive customer experiences. By taking steps to understand the customer journey in more detail, and interact with customers directly brands will be able to paint a clearer picture of what their customers expect from them and begin working on strategies that truly deliver.

Goldstream Incorporated believe that authenticity is crucial to business and that brands need to take things back to basics. Whilst big data and heart wrenching, emotive marketing campaigns can have an impact on authenticity, the impact is short lived, and the firm are adamant real, long lasting results are only gained through honest face to face customer communication.

Goldstream Incorporated spark conversations between brands and people that build deeper relationships. The firm gain insight into their clients' customers' behaviours, reasons behind purchase decisions and how they perceive their brands through face to face interactions. They then use this knowledge to develop a unique and personalised customer experiences which drive brand loyalty and greater market awareness.

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