Imperyo: Built to Last

Thursday 19 May, 2016

After receiving some outstanding feedback from clients on the quality of their customer service solutions, Imperyo offers advice to help more businesses build customer relationships that can go the distance.

About Imperyo: http://www.imperyo.co.uk/

Watford-based Imperyo is looking to change the image of outsourced direct marketing. The firm considers it a great solution to businesses both large and small who are looking to increase market share, whilst spreading brand messages and increasing consumer engagement on a personal level. Many firms are becoming increasingly digitalised to streamline processes, and as a result, the firm believes that those looking to develop a long-lasting customer base need to maximise their face-to-face business activity. The firm has taken the time to generate client feedback to promote their cause; the firm have 20+ new positive reviews for prospective clients to consider. The reviews are a reflection of their work completed between Feb- March 2016.

The firm mentors their contractors on how to become an effective communicator and how that correlates to an increase of solid sales. The firm takes their integrity seriously and that transverses through all of their work, bringing a positive image to the brands they work with simultaneously. Their contractors ooze approachability, which creates a relaxed platform for product information and demonstrations to take place. The firm has had 100% success, delivering ROI on all their projects to date. The brand feels the customer relationship management adds value to their services, and are confident that consumers still craves personal interactions, and brands that improve customer experience will see a lasting customer database.

By delivering a genuine service the firm has developed a reputation in the market of exceeding expectations, the firm is looking forward to expanding their client base across 2016. The firm boasts a positive and professional culture that is visible throughout all its business activity. Their clients' customers are impressed when they are remembered passed the initial contact point. This passionate and personalised service sets the firm aside from the competition.

Based in Watford, Imperyo is a sales and marketing firm that specialises in delivering tailor-made direct marketing solutions. The firm believes every product and service is different and therefore deserves its own unique marketing campaign. By gathering market research in order to identify the target market, Imperyo creates a campaign that will achieve the best impact. Imperyo then approaches potential consumers at events, public venues and retail areas. Due to the interactive nature of their work every communication is different and Imperyo is confident that by giving their contractors the tools to think more creatively, they will be able to offer a higher quality customer service and generate even better results for clients.

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