Imperyo highlights why being a transparent business is fundamental

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With major brands such as FIFA and Thomas Cook being in the news recently for concealing their flaws, Imperyo discusses why transparency is integral in business.

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

Imperyo believe for the benefit of a brand's reputation, companies should learn from the mistakes of some of the UKs biggest household names. With major brands such as FIFA, Thomas Cook and Alton Towers being in the news recently for concealing their flaws, Imperyo discusses why transparency is integral in business. Tour operator Thomas Cook went through a PR storm in May when it initially refused to apologise for the deaths of two children while on holiday in Corfu in 2006. Also, the successor to Sepp Blatter as FIFA president will need to introduce greater transparency into organisation's processes, in particular distributing funds and voting on World Cup hosts and executive positions. On the other hand, Alton Towers' owner Merlin Entertainments has been praised for quickly offering compensation to 16 people injured in a rollercoaster crash in June, and for publicly communicating details of the incident while acknowledging "full responsibility".

Business transparency means clear, unhindered honesty in the way that a person does business. But it's more than that. One business dictionary defines transparency as a "lack of hidden agendas or conditions, accompanied by the availability of full information required for collaboration, cooperation, and collective decision making." The same source describes it as an "essential condition for a free and open exchange whereby the rules and reasons behind regulatory measures are fair and clear to all participants." Meanwhile, another source defines transparency as "the full, accurate, and timely disclosure of information."

Transparency is about being open, honest, and accountable. It's about responsibility. "People are listening to you and making evaluations and decisions based upon what you say, and as such, it's important to take responsibility for the messaging you put out there," says Imperyo. Embracing transparency will help a brand to be more open, honest and accountable and connect better with customers.

Imperyo is an outsourced sales and marketing firm based in Watford, London. The firm specialises in a unique form of marketing which often leads to increased customer acquisition, brand awareness and brand loyalty for their clients' brands. The firm connects with consumers face-to-face on behalf of their clients' brands in order to create long-lasting and personal connections between brand and consumer. It is this face-to-face communication that enables the firm to be transparent in their marketing.

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