Imperyo Reviews 3 Ways Every Business Can Utilise to Focus on Brand Experiences

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Imperyo in Watford reviews three ways on how businesses can think beyond customer service and create a customer experience that consistently delivers the brand's core promises and values.

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

It is a fact that the experience customers receive with a specific brand determines if they return to it and what they tell their family, friends and colleagues. Imperyo says: “It is time to think beyond customer service and focus on creating an actual brand experience for consumers and make it really memorable. The way you treat your customers reflects on your business' success. The more they enjoy the experience, the more likely they are to return and tell others about it." Creating such a memorable experience means having a process in place throughout all touch points that is in line with the company's values and beliefs. “This means the customer creates the same feeling about the brand, positively or negatively, no matter if they meet with a sales representative in person, call a customer service helpline or read social media posts. The message must be the same throughout all channels a brand chooses to communicate to their customers," explains a spokesperson for Imperyo.

Looking at every single touch point is an important step to achieving consistency throughout. Imperyo suggests that businesses put themselves in their customers' shoes: What do they experience when they call? Do they receive the same experience when services are outsourced? How does using the product or service benefit them? Are the customer service representatives knowledgeable and personable? “Businesses who are truly interested in succeeding, must get the customer experience right and open their eyes to current processes in order to identify where improvement may be needed," explains Imperyo. The firm reveals three ways to support businesses through the process of creating a memorable customer experience:

1.Be one

Every individual in the business who interacts with a customer represents the brand. Imperyo explains that consumers do not see a number of departments. They see the entire business as a unit. “It is crucial that people take ownership. Rather than sending customers from one department to the next, ensure the query is dealt with efficiently. How would you feel being transferred from one person to the next one and so on without having your query resolved?" asks Imperyo.

2.Listen

Imperyo insists, only by listening to customers and showing interest in them and their needs, businesses can build long-lasting relationships and personalise the entire experience.

3.Back to Basics

Before implementing something extraordinary, Imperyo says it is important to get the basics right. “You don't need to offer the most fancy car if it has issues to drive. It's not going to work as it doesn't fit the purpose and as a result, customers may not be satisfied," explains Imperyo.

Based in Watford, Imperyo is an outsourced sales and marketing firm. The company raises brand awareness on their clients' behalf, promotes and sells their products and services and specialises in creating a personalised, positive customer experience. “It is important to us to meet with our clients on a regular basis in order to understand their values and ensure this is reflected in the customer experience we provide on their behalf," explains Imperyo.

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