LGB Direct Urges businesses to make the customer experience count in 2015

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Sales and marketing firm, LGB Direct offers advice on how to improve customer experience and outlines how this will impact results.

About LGB Direct: http://www.lgb-direct.co.uk/

In today's highly competitive business environment it is becoming increasingly important to ensure that customers have a good experience with a brand. This is because there is always another brand for customers to go to instead. Most consumers would choose a good experience over a cheap price and with 80% of a brand's future sales coming from just 20% of their existing customer base, there is no room for mistakes. As well as this, if a consumer has a positive experience brand they are not only likely to return to the brand again and again, but will also become strong advocates of the brand, encouraging more people to try it.

LGB Direct believes that the customer experience is an integrated, enduring journey that needs to evolve as the customer interacts with the brand – from in-store, to mobile, online, email, sales and support. The firm believes that every connection with a consumer must be anticipated, relevant and effortless in order to drive customer satisfaction and impact business results.

According to recent studies from Bluewolf's global report, 64% of marketers place more value on existing customers than acquiring new ones and 91% of companies believe that their marketing teams have a strong executive voice. LGB Direct is pleased with these statistics and believes that this proves most marketers have the right attitude towards providing a good customer experience.

To help brands still unsure on how they can guarantee a good customer experience every time, LGB Direct is offering their top tips:

Reduce the gap between B2B and B2C marketing
Whether the buyer is a business or a consumer, there's a person behind every interaction. While the buying objectives may differ, people expect the same high-quality experience in both instances. LGB Direct points out that both businesses and consumers expect their experience to inform, build trust and provide a solution for their needs.

Customer intimacy with analytics
Data intelligence can drive a business to success. Through the promise of analytics, organisations are racing to transform the data they capture into consumable insights that foster customer engagement and retention, and drive actions aligned to their business outcome objectives.

Service and marketing convergence
Technology and process alignment across service and marketing is crucial in meeting customer demands and expectations. Technology can only take companies part of the way; if there aren't cross-departmental processes in place to support employees, the overall customer experience won't be cohesive and will ultimately suffer.

LGB Direct is an outsourced sales and marketing firm based in London. The firm specialise in unique promotional campaigns that are designed to offer an all-round customer experience. By connecting with consumers on a face-to-face basis, the firm believes that this solves queries quickly and efficiently as well as forges long-lasting and personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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