

NBE Marketing Reviews How Poor Customer Service is Affecting Businesses

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Research shows that almost half of customers experiencing bad service stop doing business with the relevant company. [NBE Marketing](#) outlines the importance of a memorable customer experience and how to get it right.

About NBE Marketing: <http://www.nbemarketing.com/>

In their third annual Customer Service Report, cloud communications provider Corvisa reveals that 48 percent of survey respondents stopped doing business with a company due to the poor service they received. A spokesperson of NBE Marketing says: "The study clearly shows that poor customer service can put the business at risk. It is crucial to get the experience right at every single touch point with the customer." In fact, nearly 25 percent of consumers would stop doing business with a company after just one negative interaction.

NBE Marketing is an [outsourced sales and marketing company](#) based in Reading. The firm raises brand awareness on their clients' behalf and specialises in providing a memorable customer experience. "Our independent sales advisors meet with consumers on a face-to-face basis. We focus on a personalised approach by spending time with people and making friends with them." NBE Marketing's unique strategy has resulted in an increase in sales for their clients by 54 percent in quarter three alone. By the end of Q4 the firm is expecting to hit the 60 percent mark. NBE Marketing reveals some of their top three tips for entrepreneurs on how to drive their business forward by making the customer happy:

Work with passionate sales representatives

According to research, 99 per cent of consumers believe that customer service agents read from a script and sound robotic. NBE Marketing says: "Passionate individuals will make customers happy. They sound natural, listen carefully and recommend what the customer actually needs. It is important to read between the lines to provide that personal touch."

Being proactive makes all the difference

NBE Marketing says businesses must be proactive and take action before problems arise. Research shows that 43 percent of companies rarely or never proactively reach out to customers, even though 80 percent of consumers say that would impress them. NBE Marketing therefore recommends conducting courtesy calls to ensure the customer gets on with the product or service and to ask for their feedback at every touch point.

Providing the WOW factor

NBE Marketing's sales force builds long-lasting relationships with customers. The firm passes on every little feedback, positive or negative, to their clients who can then react accordingly and get in touch with the customer to thank them and provide a solution if relevant. "Give them something they don't expect," says NBE Marketing. "It is that easy to provide the WOW factor."

Based on their success, NBE Marketing has been asked by their clients to expand into at least two further markets in 2016.

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NBE Marketing

E. info@nbemarketing.com

W. <https://www.nbemarketing.com/>

Additional Contact(s):

Richard Clarke

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