New York Client Solutions Vow to Provide Outstanding Customer Service as Report Suggests Holiday Sales Figures will be Average

Friday 1 November, 2013

Sales at U.S. stores are expected to rise less this holiday season compared to recent years. New York Client Solutions say businesses need to make a difference by providing an excellent customer experience in order to maximise sales.

With a slowly recovering economy, consumers remain cautious. According to a study by research firm Shopper Talk, sales are forecast to increase by only 2.4% in November and December this year compared with a 3% increase in 2012, 4% in 2011 and 3.8% in 2010 (reuters.com). Colin Moore, Managing Director of New York Client Solutions, says: “Shoppers want value for their money and this includes an excellent customer service experience. Businesses that cannot outrun their competitors may just lose potential buyers and miss out on sales.”

About New York Client Solutions: http://www.newyorkclientsolutions.com/

Issues such as Syria, healthcare cost and higher payroll taxes and gasoline process weigh on the minds of consumers. “In fact, many retailers have already reported a drop in sales (reuters.com). “The economical situation might improve step by step,” says Colin Moore of New York Client Solutions, “however, the challenging times are not over yet.” Colin Moore believes that shoppers are looking for great service when it comes to spending money. In fact, research confirms that over 80% of Americans have passed to buy something due to bad customer service. The study was undertaken by CreditDonkey and questioned more than 1,000 Americans over the age of 18 for their views on customer satisfaction (http://finance.yahoo.com).

CreditDonkey founder Charles Tran says: “The survey results should serve as a wake-up call for companies of every size. In this high-tech, fast-paced era, people want companies to respond to their concerns and questions with personalized service.” New York Client Solutions recommend businesses to prioritize customer service and get ready for the holiday season as the holiday rush is expected to start early this year. This is due to one less weekend between Thanksgiving and Christmas and six fewer days between the holidays (reuters.com).

New York Client Solutions is a direct sales and marketing company based in Manhattan. The firm provides direct marketing campaigns for their clients and is known for providing an excellent customer experience. “We build a bridge between the consumer and our clients”, explains Managing Director Colin Moore. New York Client Solutions’ face-to-face approach guarantees a personalized shopping experience. “Our sales force builds long-lasting relationships with people, welcomes them with a smile, listens carefully and answers their questions and help them find what they need,” adds Colin Moore. New York Client Solutions are looking forward to the coming two months. The firm is planning to beat last year when they increased their clients’ sales by over 10% during the holiday season.

Sources:
http://www.reuters.com/article/2013/09/17/us-usa-retail-shoppertrak-idUSBRE98G05E20130917

http://finance.yahoo.com/news/survey-customer-statistics-2013-consumers-123500920.html

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