Phoenix Premier Acquisitions shocked by study that reveals consumers believe businesses put profit before staff and customers

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Sales and marketing firm, Phoenix Premier Acquisitions looks into a study that revealed consumers think businesses put profit before staff and customers and explains why it is important that this changes.

About Phoenix Premier Acquisitions: http://www.phoenixpremieracquisitions.co.uk/about-us/

Phoenix Premier Acquisitions believes that treating workers well is one of the most crucial aspects to having a successful business. By treating staff well, they will be motivated to succeed and they will also appear more happy and satisfied with their job in front of customers. Treating staff well leads to happy staff that are happy to help consumers and this leads to happy customers – this is called the trickle down effect – and this will lead to increased customer loyalty.

The firm points out that it is imperative that customers have a good experience with a brand so that they return again and again. Today's market is highly competitive and consumers have a lot of choice, so if they have a bad experience at a brand they will likely move on to one of their competitors. Phoenix Premier Acquisitions highlights that 80% of a brand's future sales comes from just 20% of a brand's existing customers, making it extremely important that everyone has a great experience with the brand. By ensuring that customers always have a positive experience, they are likely to become advocates of the brand, sharing their positive experiences and convincing other potential prospects to try the brand. This will increase brand awareness and customer loyalty.

In a recent poll conducted by the CBI it was noted that consumers believe businesses put profits before staff wellbeing and customer service. The poll revealed that 72% of respondents believe that businesses put profit before the needs of consumers, while 66% said that businesses put profit before the wellbeing of their workforces. 7 in 10 of those surveyed said profits were a "good thing", but more than three quarters of respondents believe businesses "should be more transparent about what it does".

Phoenix Premier Acquisitions believes that successful businesses prove that they value their customers and their workforces. The firm believes that this is important as consumers like to feel valued and listened to, to feel like they have a real connection with the brand. The firm says that businesses need to work harder to boost trust amongst consumers by listening to feedback and responding to their customers' ever-evolving needs and expectations. Successful businesses ensure that their customer is happy by putting them first; this makes them more likely to remain loyal to the brand. But businesses that neglect the basics and fail to put the customer first are damaging trust and harming their own reputation.

Phoenix Premier Acquisitions is an outsourced sales and marketing firm based in Southampton. The firm specialises in a personalised form of direct marketing that involves connecting with consumers on a face-to-face basis. This one-to-one connection leads to personal and long-lasting relationships between brand and consumer. This increases their clients' customer acquisition, brand awareness and brand loyalty. The firm trains their workforce thoroughly on their clients' brand and information and also gives motivational meetings every morning to ensure that their sales reps are prepared, happy and ready to give consumers the best experience possible.

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