Querencia investigate the drop in consumer confidence following article 50 trigger

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As uncertainty mounts following Theresa May's triggering of article 50, Sheffield-based outsourced sales and marketing experts, Querencia *has been investigating the implications of the drop in consumer confidence.*

About Querencia: http://www.querenciamarketing.com/about-us/

The Major Purchase Index has indicated a drastic five point drop in consumer behaviour in the UK, since last year. Experts nationwide are predicting this lull in consumer confidence to continue for the next few months in light of not only Brexit but also the additional concern of the uncertainty of the fate of the UK government leading up the General Election.

With Brexit negotiations due to imminently begin with the EU, and Scotland pushing for another independence referendum, the current UK market is taking a seemingly unavoidable blow. Research suggests consumers are taking a wait and see approach, putting spending on the back burner while Brexit developments surface.

Querencia recognises the current social and economic circumstances influencing the market, and for this reason are encouraging brands to outsource their marketing needs to direct marketing companies, to improve their connection with their customer base. Direct marketing companies such as Querencia have the unique opportunity to sell products and services directly to specific customers and clients. This method of marketing, conducted by a specialist company rather than through the retailer, gives businesses the opportunity to personalise their approach, interacting with consumers on face to face basis.

Querencia specialises in face to face marketing and sales solutions. The firm is confident that the only way to deliver exceptional customer experiences is to get out there and interact with customers one on one. Through years of operating in the sales and marketing sector, Querencia has witnessed the true power of face to face customer service.

Meeting customers in person puts them in control – it offers them the opportunity to ask questions, become immersed in a brand and identify exactly how a product or service could meet their needs. By combining these factors, Querencia can offer a memorable brand experience, which leaves customers feeling confident enough to make a final purchase decision, and which drives customer loyalty and increases market reach even during times of economic uncertainty.

Follow @QuerenciaDirect on Twitter or like their Facebook page to find out more about Querencia.

Source: https://www.marketingweek.com/2017/03/31/consumer-confidence-march/

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