Restructured Training Prompts Live Innovations Customer Complaints to Reduce by 43 Percent

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The new standardised product training model implemented by Live Innovations increased positive feedback for the brand and reduced complaints by 43%.

Live Innovations have found that their network of suppliers are more confident and capable of addressing consumers questions face-to-face which in turn has increased the quality of the leads generated.

Tom Harris, Managing Director of Live Innovations said, “We will continue to improve the business wherever possible to ensure the service we offer is a real solution that is ahead of the competitors – and by changing one small element from the start – I believe we have done just that.”

Customer acquisition firm Live Innovations have slowly worked on each business area this year to improve their service as a whole. The company first focused on customer care which significantly increased productivity at a time where most other industries were on a steep slope downwards within the economic climate. Managing Director of Live Innovations, Tom Harris recently attended a networking event in Portugal which played a major part in helping to explore which areas of the business require the most attention. From there the decision was made to focus on intensive product training enabling all suppliers and contractors to understand their client’s marketing and sales objectives.

Due to the firm’s recent expansion, Live Innovations have relocated to quirky Angel, Islington in North London.

Live Innovations MD Tom Harris says, “The move has been a great success. The area really suits our sales and marketing industry and our new office is far more modern than the last one which gives off a great sense of achievement thus far. The atmosphere is very positive and our working environment has yet again increased – which in turn affects our attitude and success which is definitely seen by our newer suppliers – who knows what will happen next for us – everything is on the increase from outsourcing requirements through to our own personal growth - it is all very exciting!”

The positive culture and minor changes within the product training has given Live Innovations a massive boost to keep complaints at an all-time low keeping the company ahead of competition. The initial training is now very in depth which ensures everyone understands exactly what is expected of them and to reiterate the companies’ strategies and tactics which are proving to be more successful than ever.

2014 is promising for Live Innovations who confirm the increased quality of service they have provided clients in recent months has led to increased budgets for next year.

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