Source Marketing Direct® Collaborate with Client to Host Quality Customer Care Training

Thursday 20 March, 2014

Source Marketing Direct®, a London-based direct marketing firm, hosted a meeting for suppliers throughout the UK, where the firm's brand client conducted quality customer care training.

The marketing programme pioneered by Source Marketing Direct® has reached 4,000 new acquisitions a week nationwide. With quality being a key priority for the firm, Source Marketing Direct® were quick to initiate a meeting for suppliers to gain quality training from one of their top clients. The meeting took place on Thursday 13th March at Source Marketing Direct®'s Southwark office. The client reminded suppliers the importance of customer care, and how quality results stems from positive customer interactions.

About Source Marketing Direct®

On-going customer care and training is at the heart of all success businesses. For Source Marketing Direct®, customer care is particularly important when scaling a marketing campaign in a short time frame. Quality customer care helps develop a loyal customer base and improves customers relationships. According to Marketing Donut, businesses who focus on customer retention and build customer loyalty are more likely to see a boost in revenue and profitability (marketingdonut.co.uk).

It is Source Marketing Direct®'s attention to pursuing on-going customer care which separates them from many of their competitors. The direct marketing industry is saturated, making it incredibly difficult to remain competitive. Source Marketing Direct® claims that while their fellow competitors are chasing new business, they forget to focus on the customers they already have Forming personal relationships with customers has always been a top priority for Source Marketing Direct®. In order to fulfil this, the firm use direct marketing methods as it allows them to meet their customers directly. By engaging with customers right from the beginning, it allows the firm to build a rapport with them. This face-to-face approach allows customers to ask Source Marketing Direct® any questions they may have about a product, and get immediate results. The firm understands the needs of consumers and knows they would much prefer to speak to a person directly, than rely on online methods. Journalist Olivia Cole for Business 2 Community, published an article on 25th August 2013, about how online shoppers would prefer to still to a 'real person'. Cole collected data from a survey by IMShopping which claimed that "77 percent of online shoppers say they have wanted to talk to a live person before buying' (business2community.com).

Therefore, Source Marketing Direct® collaborate with their clients regularly throughout the year to ensure their suppliers are fully aware of and updated with the needs of customers.

Source Marketing Direct® is a privately owned London outsource sales and marketing firm. The firm focuses on acquiring loyal customers for a portfolio of various clientele throughout the whole of the UK.

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