Swan Global Direct Reveal Secret Strategy to Securing Customers

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The Newcastle-based event marketing company, Swan Global Direct, reveal their customer-based thinking strategy, one of their secrets behind their high customer acquisition rates for their clients.

Many people who have worked in customer service at one time or another will probably strongly disagree with the old saying 'the customer is always right'. However, from a business perspective the customer is vital to success, and their experiences with a business, good or bad, shape the future of that business more than many may realise.

To succeed businesses need to think like a customer. The important aspects that customers look for within a business before using their services, are incredibly different to those business leaders consider to be important for success. Although many businesses consider customer satisfaction to be high on their agenda, it's often the case that this only becomes a priority once complaints have been made and the business wants to protect its reputation. By putting themselves in the customers position and focusing on quality, cost and delivery from the customers perspective, businesses are far more likely to provide a more satisfactory service whilst reducing complaints and limiting the need for damage control.

Swan Global Direct believes that many companies undervalue their customer and fail to recognise their importance. Obviously, all businesses know that 'no customers equals no profit', however by understanding how customers are affected by the quality of service they receive can give businesses an insight into the level of impact just on customer can make.

Research shows that the average customers will tell around three people if they feel a business has provided them with exceptional service. That's three more potential customers simply through recommendation. However if a customer experiences what they consider bad service, then on average they will air these complaints to eight people, losing that company eight potential customers. This makes the customer extremely powerful not just through their spending. Complaining about bad service or a bad experience is a way of releasing anger and feelings of injustice, as well as protecting others from a bad experience themselves. Businesses need to take note of the impact a customer's opinion can have on other potential customers, and recognise that with the rise of online forums and blogs, the estimated eight people they are sharing their experiences with could soon spiral into a far more damaging figure.

With 91% of customers not returning to a business they were unhappy with, and the cost of acquiring new customers five times that of keeping old ones, Swan Global Direct are emphasising the importance of implementing a customer centric approach within business.

Swan Global Direct specialise in designing unique sales and marketing campaigns for their clients. Their focus on direct marketing techniques allows clients to interact with their customers on a more personal level which helps generate more sales and improve customer acquisition. Their customer based thinking strategy has contributed greatly to their success over the last few months, and has provided their clients with the expertise to help retain long standing customer relationships and build reputations as honest and approachable businesses that consumers can truly rely on.

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