TDR Connect encourage Businesses to Focus on a Great Customer Experience

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Irelands leading sales and marketing firm TDR Connect urges business owners to rethink their strategies and recognise how excellent customer service can enhance business success.

Research shows that only 29% of the Irelands small businesses believe that customer service is a key differentiator on today's highly competitive market place. MD of TDR Connect Matt O Hara comments "One of the main reasons TDR Connect works with international and national clients is that we base a high importance on customer service which leads to a larger customer base and larger customer retention".

TDR Connect believes that organisations who skillfully manage the entire consumer experience reap enormous rewards: enhanced customer satisfaction, reduced churn, increased revenue, and greater employee satisfaction. They also discover more-effective ways to collaborate across functions and levels, a process that delivers gains throughout the company.

Research shows that only one third of business owners think that the customer experience has a crucial impact on business growth. MD Matt O Hara "These figures are shocking; however they clearly demonstrate that companies with a strong focus on customer service can easily get ahead of their competition" Today's consumers have high expectations and there is a lot of choice on the marketplace. In fact, 90% of shoppers walk away without a purchase if they receive bad customer service. 41% of consumers find that the biggest frustration is a lack of interest in their needs.

MD of TDR Connect Matt O Hara comments "It is not just about the one sale, it is about the customer's whole experience with the sale. that will encourage and entice them to return to that brand and product. Research confirms that 83% of customers are actually willing to pay more in order to receive better customer service. Successful business leaders continuously reflect, review and refocus on their business, not just to survive, but also to help the business grow.

TDR Connect is an outsourced sales and marketing company based in Dublin city. They work with some major clients through different industries and provide a high standard of customer acquisition and retention. Due to their loyalty and dedication to clients and achieving outstanding results, TDR Connect want to continue with these high standards and have a continuous close connection with their clients. MD Matthew O Hara believes that his client's satisfaction with the services he provides is his number one priority.

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