What do Iconic Strategies and the World's Most Loved Brands have in Common?

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Norwich-based firm, Iconic Strategies review lessons highlighted in a recent Entrepreneur article of the World's most beloved companies and note some similarities in their company culture.

An intense level of customer focus is a trait you'll find at any company known for world-class service. In a recent Entrepreneur article, it highlighted the main reason why the world's most beloved brands are so successful. The reason was crowned as **customer service**; take Amazon for example. Amazon is a company that regularly tops the charts for their outstanding customer service. Any customer who has had to return an item to Amazon knows how helpful and flexible their support team is.

The brand Nordstrom uses customer services as a competitive advantage. The customer focus Nordstrom has led to the retail giant having a reputation for an absurdly good service. The company is perhaps known more for its service than for the products on sell. Nordstrom has kept customer service as its strongest selling point.

'I wouldn't go as far as saying that we are on the same playing field as these huge organisations but I have to say I'm very pleased to see that many of our practices are in line with some of these phenomenal brands,' says Simon Reynolds, Managing Director of Iconic Strategies.

Good customer service is all about bringing customers back. And about sending them away happy – happy enough to pass positive feedback to others, who may then try to buy products or services from the same company. This is why good customer service is essential for businesses that want to be successful and prosper. At Iconic Strategies, the firm place customer satisfaction as a top priority when developing effective sales and marketing campaigns for their clients, because satisfied customers are most likely to be loyal and to use a wide range of services offered by a business.

Great customer service involves getting to know your customers so well that you can anticipate their needs and exceed their expectations. Direct marketing lends itself to great customer service. This is because relationships with customers are built up from the start and packages and services can be tailored to suit individual customer needs.

Iconic Strategies already have a very unique 'culture of enterprise' which they invest much of their resources into to ensure their suppliers and contractors have the opportunity to innovate new ways of doing things. They run free workshops every morning on business development which includes topics such as leadership, people management, driving sales, improving productivity – this culture of enterprise has led to the company being a hotspot for ambitious and driven budding entrepreneurs.

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T. ----------
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