

NEW YORK, NY, September 18, 2013 **/24-7PressRelease/** -- According to the findings of a study undertaken by New Voice Media, 56% of consumers say they would never do business with a company again if they would face a negative customer service experience (marketingcharts.com). "This is more than half of all shoppers," says the managing director of [Red Ten NYC](#). "Business owners who still don't see the strong connection between the service level provided to consumers and business growth are doomed to failure."

To be more specific, beyond taking their business elsewhere, 29% of those consumers would tell their friends and peers about the bad experience. A further 19% are likely to post a review online and 14% would complain on social media channels (marketingcharts.com). "This means that not only have you lost over half of your customer base," says a Red Ten NYC spokesperson, "but you have been denied the opportunity to be given a chance to prove what you are made of by the friends, family and colleagues of those disappointed customers."

About Red Ten NYC: <http://www.redtennyc.com>

While bad customer service can have significant negative consequences for a company's growth, a positive experience can lead to great success. In fact, 74% of respondents of the New Voice Media survey say that a positive experience would make them more loyal, and 71% would recommend the company to others (marketingcharts.com). "It works in both ways," claim Red Ten NYC. "It is up to the company to choose which way to go."

Apart from the happy and loyal customers, new customers are attracted through face-to-face recommendations by first-hand buyers. A spokesperson insists: "This is a fantastic marketing tool. Nowadays, companies can simply not afford to miss out on such opportunities." Furthermore, the study reveals that 44% of the people questioned would return to do business more frequently, and 34% would spend more time with them following a positive experience (marketingcharts.com).

Red Ten NYC are a [direct sales and marketing](#) company based in New York. A spokesperson explains: "We help our clients raise brand awareness and promote and sell their products through direct marketing campaigns." Red Ten NYC has a proven track record of providing a unique and personable customer service experience. The company's clients specifically appreciate the close connection to the consumer. "Our representative's build a bridge between potential customers and our clients," explains Red Ten NYC's Marketing Manager. Providing a pleasant and memorable customer experience has indeed proven very positive for Red Ten NYC. Not only have their clients been able to grow their business further, but because of that

Red Ten NYC Insist That Customer Service Determines Business Growth

Written by Australian Business

the firm is now planning to expand into further markets in the UK by the end of this year and is preparing to go international in 2014.

Source:

[http://www.marketingcharts.com/wp/topics/demographics/majority-of-uk- ... y-may2013/](http://www.marketingcharts.com/wp/topics/demographics/majority-of-uk-...y-may2013/)

Based in the heart of Manhattan, Red Ten NYC provide a cost effective route to market to clients in the following markets: Financial services, Telecommunications, Fundraising, Entertainment and Home Improvements.