

SOUTHAMPTON, ENGLAND, August 21, 2014 /24-7PressRelease/ -- As a business grows certain approaches must adapt to cater for the customer increase. In order to meet customer demands many companies choose to put new technologies and systems in place to streamline their business processes. However sales and marketing firm

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are warning businesses that becoming too efficient can damage customer relationships. Increasing efficiency in customer service may seem like the best way to cope with an influx of customers; however it can also dehumanise the customer experience and leave consumers feeling undervalued. Phoenix Premier Acquisitions pride themselves on personalising customer interactions for their clients, and worry that by increasing efficiency many businesses are failing to take the time required to maintain customer relationships.

To tackle the issues around efficiency and to help businesses identify areas where inefficiency can be a benefit, Phoenix Premier Acquisitions have announced the implementation of a new customer service strategy. The idea behind the strategy is for businesses to be efficient for customers but not to eliminate their own inefficiencies.

About Phoenix Premier Acquisitions: <http://www.phoenixpremieracquisitions.co.uk/about-us/>

Phoenix Premier Acquisitions believe there is a time and place in business for efficiency and have highlighted the following processes as key areas where inefficiency can help maintain customer relationships.

Customer Queries Time is a valuable resource in business and responding to individual customer queries can take a lot of time. However the firm believe that responding to queries in bulk can harm a company's reputation as it leaves many customers waiting. Customers should be made to feel that they are at the forefront of brands' priorities, which means businesses should be making a special effort to respond to customer queries daily. Dedicating a couple of hours every day to customer communication can boost a business' reputation, and encourage customer loyalty.

Products and Services Many businesses take an overview of their target audience and supply products to suit the needs of the majority. Trying to fulfil the needs of every individual customer can be incredibly time consuming and often costly. However, in order to beat the competition Phoenix Premier Acquisitions believe that businesses should make an effort to appreciate each customer as an individual, and strive to find products and solutions to meet their personal needs. Going the extra mile will attract new customers through word of mouth recommendations, as well as customers who were unsatisfied by what was available to them

from a competing business.

Phoenix Premier Acquisitions strongly believe that great customer service is the driving force behind business success. The firm are direct marketing specialists, who use face to face interactions to gain a better understanding of customer needs. Phoenix Premier Acquisitions work closely with their clients and their customers to personalise the customer experience which increases revenue and boosts positive brand awareness.

Phoenix Premier Acquisitions was created to acquire and retain customers in a personalised manner for all types of companies. Today, they are leaders in the Hampshire area in outsourced marketing and innovative marketing campaigns.

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