

SYDNEY, AUSTRALIA, August 23, 2014 /24-7PressRelease/ -- According to the report by Sprinklr, specialists in enterprise social relationship infrastructure, one out of five businesses are failing to provide adequate online customer service. The report suggests that only a dismal 8% of customers think businesses are providing an acceptable level of online customer service when it comes to complaints made through social media.

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The report found that 20% of businesses aren't responding to complaints made on social media due to a lack of investment in the platforms. The reputations of many businesses are suffering through a lack of understanding of digital marketing and dedicated staff to handle online complaints. This is especially true of small businesses and start-ups who have limited resources and funding to tackle the issue of online reputation.

[O'Connor Marketing](#) believe many businesses are failing to recognise the impact that poor online customer service can have on their overall [business success](#). The rise of internet technology means that dissatisfied customers now have more outlets than ever before to share their experiences, whilst the anonymity of online communication means many customers are leaving far more scathing reviews than they would if speaking to a business directly. O'Connor Marketing believes small businesses struggling with their online customer service could improve customer relationships by turning their attention to direct marketing solutions and face to face customer interactions. Direct marketing is a highly customer centric approach to building a positive brand reputation and can help businesses gain a far better understanding of their customers' needs. The firm believes that by interacting with customers in person, small businesses can develop meaningful relationships with their customers and avoid negative online reviews.

Many potential customers use social media to learn about a business, but reading about bad customer experiences online can put those potential customers off. Marketing directly through events and in store promotions can help businesses spread positive brand awareness to a wider audience and allows customers to gain a clearer and more honest picture of the businesses core values.

The Sprinklr report found that a company's lack of communication caused 38% of customers more frustration than the original issue that caused their complaint. Meeting customers in person through direct marketing allows businesses to address customer queries instantly which helps maintain strong customer relationships and increases customer loyalty. O'Connor marketing believes that defining clear channels of communication from the outset through direct

marketing could help businesses avoid negative online interactions in the future.

O'Connor Marketing are B2B, event and promotional marketing specialists. Their approach is highly customer focused and the results they achieve for their clients are gained through honest and face to face customer communication. O'Connor marketing believes that by focusing on personal interactions rather than online marketing techniques businesses can build a positive reputation and increase customer acquisition rates.

O'Connor Marketing specialise in creating engaging direct marketing campaigns that act as a vital link between clients and their customers. Through working closely with their clients O'Connor Marketing ensure they have a complete understanding of their clients goals and values, and work to create a campaign that effectively presents these values to their clients target demographic. O'Connor Marketing's friendly sales team will build lasting relationships with customers which will improve their clients ROI and increase customer loyalty.

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