

O'Connor Marketing Agree with Statement 'Customer Service is Everyone's Job'

Written by Australian Business

SYDNEY, AUSTRALIA, November 19, 2014 /**24-7PressRelease**/ -- Customer service has always been and is becoming increasingly important within a business because it effects a customer's decision to buy with or to return to the brand. Returning customers are important because studies have proved that 80% of a brand's future sales comes from just 20% of their already existing customers, so building

[brand loyalty](#)

is important for a business's survival.

About O'Connor Marketing: <http://oconnormarketing.com.au/about-us/>

[O'Connor Marketing](#) points out that customer service also effects a brand's reputation. If a customer has a good experience with a brand they are likely to spread recommendations and the brand will therefore gain more custom. However, if a consumer has a negative experience they will also share that and that could be damaging to a brand's reputation by putting off potential customers and persuading existing customers to spend elsewhere.

O'Connor Marketing has found several stats that support how important customer service is, including:

- Brands in the Australia are currently losing an average of \$720 for every negative customer experience.
- S. Brands are losing approximately \$41 billion each year due to customer service.
- 65% of 1,000 consumers surveyed said they've cut ties with a brand over a single poor customer service experience.
- 81% of companies with strong capabilities and competencies for delivering customer experience excellence are outperforming their competition.
- A 10% increase in customer retention levels result in a 30% increase in the value of a company.

However, O'Connor Marketing have found that some businesses are losing out on return customers because not every member of the team is trained in customer service and many team members believe that it isn't their job. O'Connor Marketing highlights that it is everyone's responsibility to provide a good customer experience. The firm believes that more businesses need to adopt a customer orientated strategy because a customer-obsessed enterprise focuses its strategy, its energy and its budget on processes that enhance knowledge of engagement with customers and prioritises these over maintaining traditional competitive barriers to help boost return custom and drive sales.

O'Connor Marketing is an outsourced sales and marketing firm that takes pride in their unique

O'Connor Marketing Agree with Statement 'Customer Service is Everyone's Job'

Written by Australian Business

customer service strategy. The firm work on behalf of their clients to connect with consumers and create long-lasting relationships that improve customer acquisition, brand awareness and brand loyalty. The firm do this by connecting with their clients and consumers on a face-to-face basis firstly, to establish their clients' goals and then to represent their brands accurately to consumers. This adds a unique element to their customer service strategy and means that every team member has to have incredible customer service skills. This technique boosts engagement and allows for any problems to be resolved quickly and efficiently, providing the best service possible for everyone involved.

O'Connor Marketing is a unique direct marketing company that specialises in a form of face-to-face marketing that delivers a high ROI for clients.

Follow [@OMCAustralia](#) on Twitter and 'Like' them on [Facebook](#) .