

CORRAMBA

Changing Customer Perception



Are YOU keeping up?

- Potential and existing customers have greater choice and are more informed than ever before about the sort of products or services that are on offer
- Customers increasingly expect customised, personalised service and support. They demand fast “on line” responses, quick delivery and high quality with great value

So Business will

- Not only have to be able to meet its changing customers’ expectations, but also anticipate and lead them, particularly in difficult economic times
- Increasingly involve their customers in the business decision making process to enable the business to be successful



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Attract

Marketing, reputation, image, recommendations, buy-in, recruitment

Engage

Welcoming, first impressions, personalisation, rapport, staff relations and commitment

Adapt

Identify specific needs and requirements, allow choice, flexibility, speedy adjustment

Deliver

Keeping promises, meeting expectations, providing quality, positive responses, job satisfaction

Innovate

Celebrate success, welcome continuous improvement, embrace ideas, be ahead of the game

Evolve

Listen to feedback and needs of customers and staff, involve all in future change and direction of the business



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Six steps to business success!

Attract

Engage

Adapt

Enables you to:

- **A**tract and keep the 21st Century Customer™, increasing loyalty and expanding your reputation
- **S**elect, grow and develop your staff and representatives to keep your customers

Deliver

Innovate

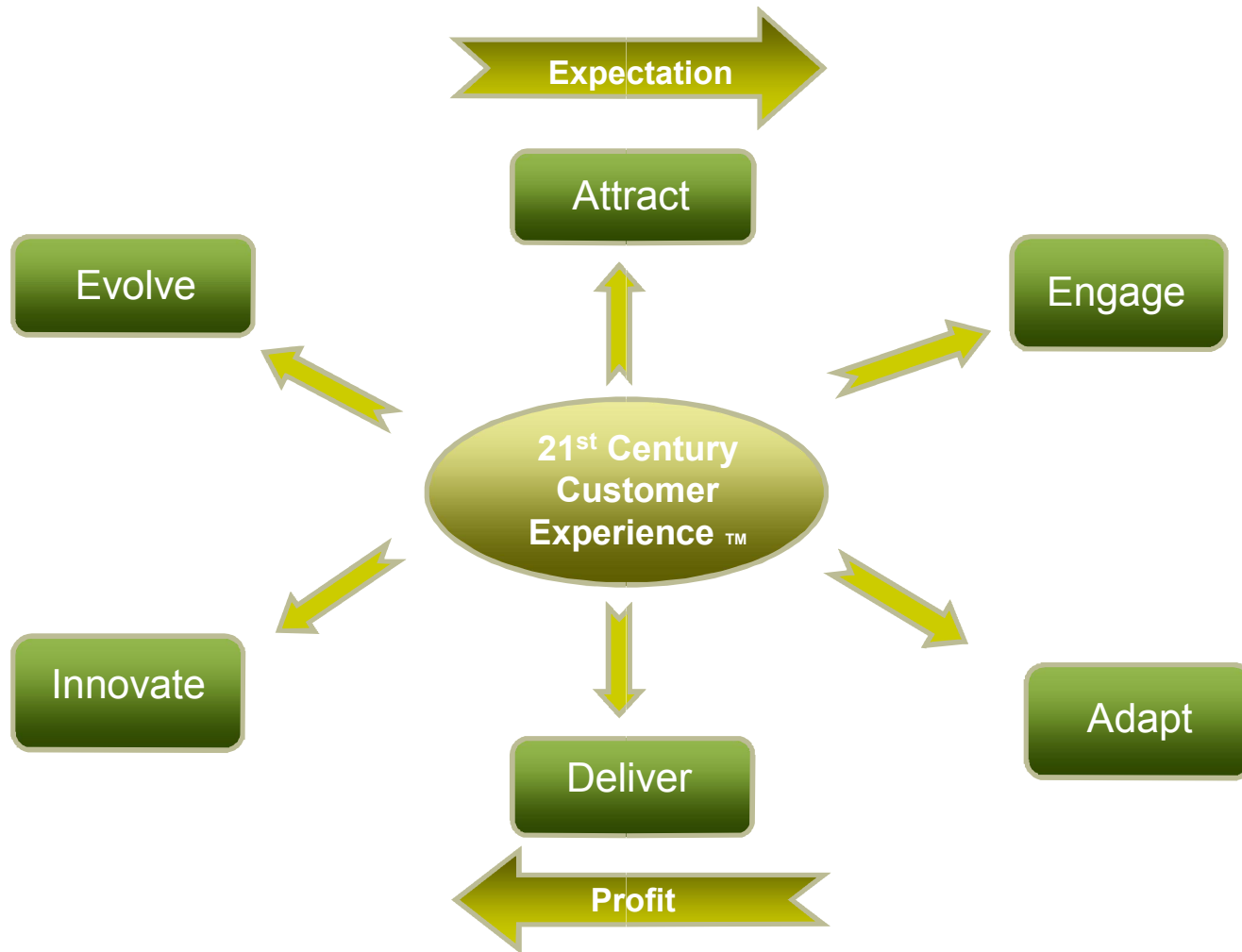
Evolve

Productive staff + satisfied customers = increased profits



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Productive staff + satisfied customers = increased profits

Attract

Engage

Adapt

CORRAMBA can offer you help, support and training to develop all these stages

..then we will leave you with the tools in place to continue with this process on your own

Deliver

Innovate

Evolve



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Are YOU up to the 21st Century Challenge?

Come to CORRAMBA. A new name in consultancy specialising in customer care for the 21st century. We will:

- **Bring** a qualified team to undertake a customer culture analysis within your company and then map it against our unique model, the 21st Century Customer Care Experience™
- **By** using academic research and drawing on years of “in the field” experience, show whether your company is “future proofed” for the modern customer
- **Provide**, if required, a tailor-made follow-up package to help improve your company and thereby increase staff commitment, customer retention and profits
- **Give** you the option for re-assessments to track progress



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“**We** really appreciated the effort that you put into this work. You are very professional, and we felt comfortable dealing with **CORRAMBA**.

Your report was very useful and we have used it to promote the business with investors. ”

*Harry Pope
Sheldon Hotel*



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And finally.....

Businesses that set the agenda for the 21st Century Customer will thrive when others fail

We can help you be at the forefront of change and innovation in your market sector.

Contact CORRAMBA now.

- Take a look at our website www.corramba.com
- If you find you need us then email inspire@corramba.com and we can start working together on your future success
- Or let us hear from you by calling or texting 07901 990 256

