

## Companies urged to communicate with customers

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Managers must make sure their company has an open line of communication with its customers, an expert has insisted.

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By Helen Mayson

Allyson Stewart-Allen, managing director at International Marketing Partners, believes it is "essential" for organisations to interact and discuss matters with consumers in order to remain competitive in the 21st century.

Ms Stewart-Allen explained that having a dialogue with individuals means that firms can stay properly in touch with exactly what customers expect.

"For example, you're asking the customer for their opinions and feedback, you're generally interested in it and you act on it," she added.

The expert went on to note that bosses should look to interact with consumers through every possible medium both online and offline to maximise their chances of success.

"Consistency is one of the biggest fundamentals of brand building and brand creation," Ms Stewart-Allen continued.

These comments come after Mike Ogilvie, business financial consultant at Mikeogilvie.com, predicted that smaller companies may have to seek alternative sources of finance than banks in the coming months.

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