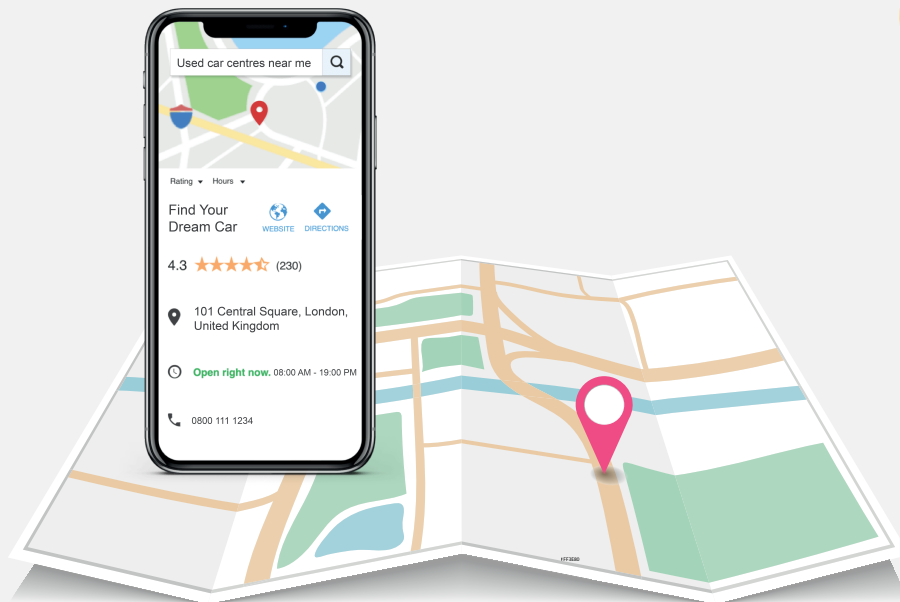


Improve Customer Experience with Web Listings



The journey customers take to find a business that meets their needs often follows a pattern.

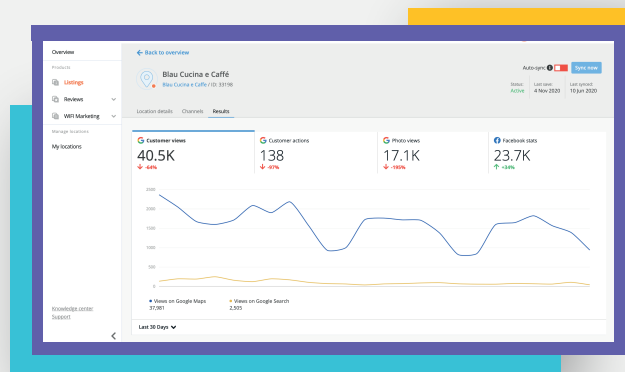
Many people assume a customer's journey begins with a telephone call or a conversation - it doesn't. This may have been the case 10 years ago, but now 90% of customers will begin their search online and explore a variety of online touchpoints before engaging with a business. In reality, your customer's journey starts long before you can directly engage with them, or are even aware of them.

The key therefore to improving customer experience comes from ensuring your business can be easily found online.



Understand Your Customers' Online Journey

As a community we are becoming more and more reliant on the internet for finding businesses both in our local area and further afield, either through search engines, social media or other services such as their sat nav. This is where Web Listings comes in.



Making sure that your business maintains a strong sense of visibility across all online touchpoints, search engines, social media and sat nav services, is crucial to appearing to as many customers as possible.



Of customers find a business online.

Currently, there aren't many ways for businesses to guarantee that they will remain at the forefront of these online services. The only reliable method is to manually update your business' information across all platforms.

2

Sync Your Online Presence

There is a better way to do this though, and that is through Web Listings. This tool allows you to update your company information through one simple interface that will automatically apply your details to all online touchpoints.

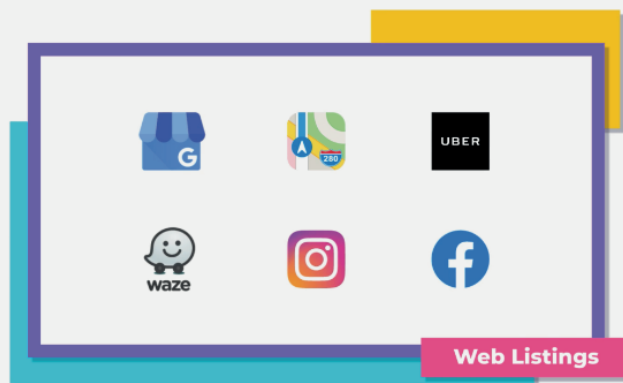


80% lose trust in local businesses if online information is incorrect.

This allows you to guarantee that everything will remain up to date, displaying correct opening times, directions and the services you offer.

Crucially, this means that you can still top the search engines without running the risk of misinforming potential customers.

When looking to enhance your customer experience, it is crucial to look locally.



In searching for a new business, customers will likely research their area first and foremost.

This means that prioritising getting the attention of local customers should be a priority to you.

45% of all Google searches are for location based information

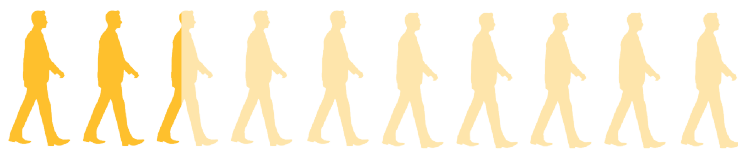
If your contact details are not up to date on search engines and social media, then customers won't even know that you are in their local area, let alone your actual location.

3

Utilise Location Services

With a Web Listings service, your information will be visible not only on search engines and social media, but also on a variety of in-car sat navs, as well as apps like Uber and Waze.

This puts your location front and centre of the map, allowing customers to find you quickly and easily.



Only **24%** of customers contact a business before visiting

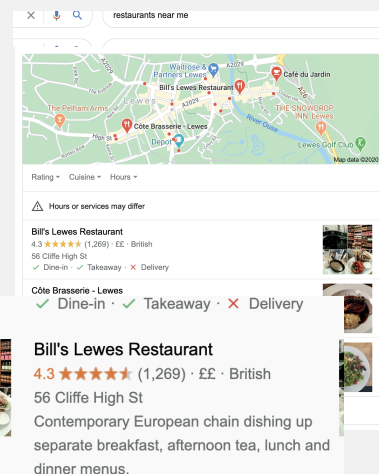
4

Engage Your Customers

Once your customer has found your business and enjoyed the service you have provided, the next important step is establishing a sense of brand loyalty with them.

65% of a company's business stems from existing customers

Creating loyal customers is vital to long term success, and your business' online presence has a part to play here as well.



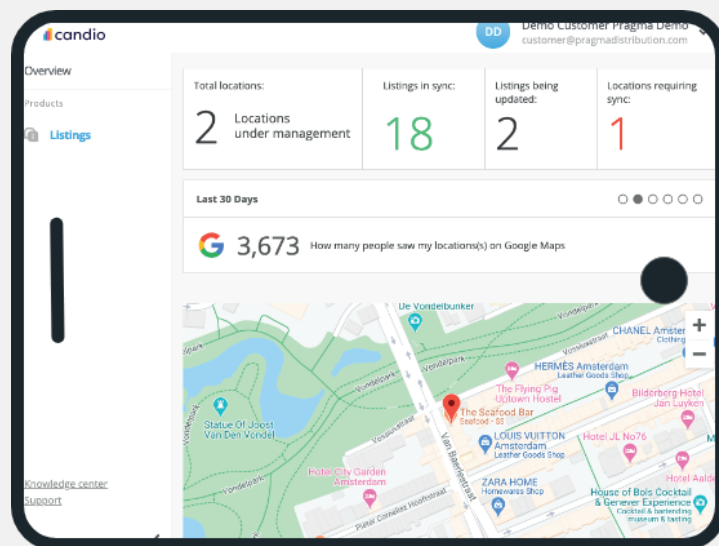
Stay in the minds of existing customers by maintaining a steady stream of social media content that informs them of any changes that you are making to your business.

Whether it is a new product launch, an added takeaway service for your pub, or an event that is taking place soon, this gets your message out, whilst remaining on the radar of your customers.



71% of consumers who've had a good social media service experience with a brand are likely to recommend it to others.

These updates can all be relayed through your Web Listings platform, making sure that everyone stays on the same page.



We hope that this guide has shown where the value of Web Listings lies. Up to date, accurate online information is vital for businesses to not only be found, but maintain customer trust.

Web Listings helps keep your customers informed quickly, easily and correctly, allowing your business to maintain a successful online presence.

Resellers who love Web Listings

“

The Candio team have helped us increase our recurring revenues and deliver a great product to our customers.

Online presence is more important than ever before and helping our customers being found online and managing their presence is a perfect service for BDR. Getting onboard is simple and we were up and running in no time. Candio make delivering digital service under the BDR brand a no-brainer.

”



Malek Rahimi
Group Operations Director

“

Adding Candio to our portfolio has been really simple, making it win win for Berry and our customers.

Candio provide white label services that add huge value to our customers and help us ensure we can support all types of businesses improve their online presence, reputation and performance. Adding it to our portfolio has been really simple and it has helped us really drive our recurring billing revenues. A win win for Berry and our customers.

”

Paul Hallam
Co Owner and Founder



Talk to us, find out how we can help you grow your recurring revenue with Web Listings.

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