



## **SELL MORE**

Fibre broadband can help businesses transform. It gives businesses access to new ways of working and can help deliver more business, more quickly. Customers will notice the difference, too.

## **Improve relationships**

Fibre broadband means faster download and upload speeds – old one way marketing messages can become rich, two-way conversations with customers.

## **Build brand loyalty**

Social media can help turn customers into evangelists for your business. Tools like Twitter mean that word- of- mouse communications can spread rapidly.

## **Improved customer service**

Businesses can react faster when customers get in touch. Customers can be managed through cost-effective cloud based customer relationship management (CRM) systems. Service calls can be reduced with 'how to' videos that can be uploaded in seconds. Customers can be proactively updated with e-direct mailings.



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