

# Signature Balloons

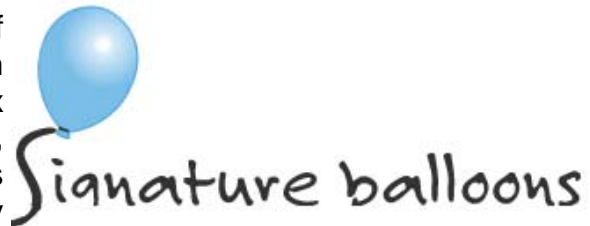
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Signature Balloons stock a wide range of balloons and balloon related products from their Blackfield base. This includes latex balloons, foil balloons, printed balloons, balloon gifts, giant balloons, and balloons by post. The business has grown quickly and steadily in their seven years of trading.



At the heart of Signature Balloons' customer service policy are their values. These are to have fun; to focus on the solution not the problem; to promote honest and open communication; to always treat others as we expect to be treated ourselves; to take pride in themselves; their products and their service and to have a positive, can do attitude.

Customers are consulted and communicated with at every stage of the order process and ensure that all needs have been considered. Customers' needs are pre-empted by making follow up calls prior to the anniversary of events. Customers are always asked how they would prefer to be contacted when making web based enquiries.



Weekly team meetings discuss issues that have arisen and brainstorm what can be done to prevent problems from recurring as well as looking at how the company can improve their offering.

Social media has been used to promote the company's work and answer customer queries in a quick and simple manner. A number of videos have also been introduced to the company website which serves the purpose of not only demonstrating the product but also adding a personal touch to an otherwise web/telephone based business.

