

# Signature Balloons

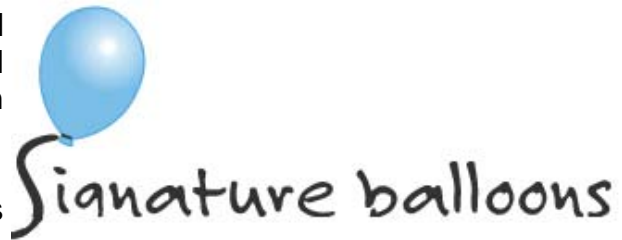
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Signature Balloons stock, print and distribute a wide range of balloon and balloon related products from its base in Blackfield.



Customer care at Signature Balloons is delivered through the company values which include 'to treat others as you would expect to be treated', 'to take pride in the product and service' and 'to have honest and open communication'.

The business is constantly looking for ways to develop and improve the customer experience. They are currently developing an 'Instant Quote Generator' for their website which will allow the customer to get an immediate and exact price for their product 24/7. The quote can then be e-mailed or the order placed directly.



As the business has grown, the number of telephone lines has been doubled so that customers and prospects are more likely to speak to a person. Another area of development is a 'Live Chat' function on the website to offer another channel of communication for those seeking further detail on the products available. Social media is used widely to promote the product range and respond to customer queries and comments.

The company will soon be moving to new larger premises on Calmore Industrial Estate. This will allow for a more accessible 'click and collect' service for customers with improved visibility and accessibility. The premises will be more versatile with the hope that it will deliver a trade counter as well as training opportunities for customers in the future.

