

NFBP Brilliance in Business Awards 2019

The New Forest District Council
Award for Outstanding
Customer Care



Purple Dog

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Purple Dog is a digital marketing and website design business working with a wide range of businesses across the New Forest.

The ethos of the business is to ensure that jargon free terminology is used as it was identified that this is often intimidating for business; this despite businesses recognising that digital engagement is an important element of growing their company.

When initially engaging with a new client, a detailed set of questions are worked through to ensure that the needs of the business are being met. Whilst this is initially a more time consuming approach, it has resulted in a higher level of overall satisfaction with reduced delays and costs later in the project.

Specialist 'sticky note' software has been implemented to make the feedback process for any design changes easier; this reduces time-consuming back-and-forth emails. The business has implemented specialist social media software to give clients more greater control over the content being posted, allowing them to pre-approve any posts being published.

Purple Dog has used customer feedback to continually improve performance with the majority of new customers coming through referrals from existing clients.

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New Forest
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