

## La Dominion Acquisitions: Human Interactions Remain Essential in Business

*With customer communication being critical to any business, La Dominion Acquisitions prove why their face-to-face marketing approach is the most beneficial method.*

LONDON, ENGLAND, July 17, 2013 **/24-7PressRelease/** -- Customer communication is essential to driving sales and creating a strong brand awareness. Ensuring a clear and comprehensive communication is delivered across relevant platforms to customers is a high priority for most companies today. It's essential for any business to understand exactly what their customers want, and and [La Dominion Acquisitions](#) think in-person marketing methods are the best approach. Companies need to be able to implement a tailored strategy using the right platforms that will suit their customers' needs. By identifying these areas and putting them into place, it will help maximise customer loyalty.

A recent Forrester report titled 'Organisations seek the Human Touch in Communications Through Greater Processes Control' which was commissioned by Xerox, provides an insight into how to improve customer communication. This was conducted using a series of interviews with 20 large companies from Europe, Canada and America. The study asked corporate marketers to discuss which practices and methods they use to improve the customer communication process, as well as visibility and profitability.

Over the last 20 years, the emergence of technology and pursuit of being cost-effective has led to many businesses creating marketing campaigns that were self-service or automated. These processes however diminished customer communications due to the lack of personal contact. Hence why maintaining a human engagement with customers remains essential in business.

About La Dominion Acquisitions: <http://www.ladominionacquisitions.com>

[La Dominion Acquisitions](#) are an [outsourced sales and marketing](#) firm who specialise in the film, entertainment, gaming, charity and security industries. Established in the heart of London in July 2011, La Dominion Acquisitions have constantly been evolving their marketing, sales and customer acquisitions campaigns for their clients. La Dominion Acquisitions have always promised a personal approach with their client's customers. By offering engaging presentations, they believe their continuous use of human interaction will ensure a loyal and long-lasting connection between customers and brand is built and maintained.

La Dominion Acquisitions have plans to [expand into France](#) next month, and so developing and improving human interactions within their marketing methods is particularly important. By using a personalised face-to-face marketing approach, La Dominion Acquisitions will be able to adapt these methods successfully into the French market.

Source:

<http://www.businessrevieweurope.eu/marketing/customer-communication-relies-on-the-human-touch>

La Dominion Acquisitions are an outsourced sales and marketing firm based in London, with a French office opening in the pipeline.

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