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Putting costumers first: How to rebuild reputation in minimum cost

Trada BM United Kingdom

In partnership with:

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from the EU



Introduction:

<p>BM Trada</p> <p>Stocking Lane, Hughenden Valley, High Wycombe, Bucks, HP14 4ND</p> <p>Tel: 0044 1494569750</p>	
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Type of innovation:

- X Competitiveness

Affection by Sector of the innovative solution:

- X Human Resources
- X Administrative
- X Competitiveness
- X Internalization

<p>Company's description:</p>	<p>TRADA BM BM TRADA promotes the use of timber in the UK building industry.</p>
<p>Company's previous status:</p>	<p>Until recently Trada BM delivered its services through a number of individual companies: BM TRADA Certification Ltd, TRADA Technology Ltd, Chiltern International Fire Ltd (including Chiltern Dynamics), FIRA International Ltd (FIL) and a network of international offices. All other companies are now trading under the same name – BM TRADA – and adopt the new visual identity.</p>
<p>Innovative solutions:</p>	<p>Consumers first. Achieve a robust reputation through one brand; Minimise costs.</p>

Way of implementation:	Limit financial commitments to minimise cash-flow & balance sheet risk; Help minimise the CO2 emissions of your business, Innovate to maximise the overall “wellbeing” factor for services provided.
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Outcomes:

TRADA BM have modernised its image and combined its strengths, without damaging its values, employees and the integrity of its services.

Recommendations:

- Revisit company clients list
- Identify decline in repeat business
- Revisit company message and brand
- Work with stakeholders
- Propose workable solutions that do not damage core business

Conclusions:

Companies need from time to time to review their businesses and customers' relation to identify if the individual identities make communications confusing, and that in an already complex business area, clarity and simplicity in communications is rare, but valued. Steps will need to be considered towards a single identity to strengthen company appeal.

Keywords:

- X Training
- X Marketing