

Being a responsible business



Benefits of Corporate Social Responsibility

Increase Sales

89% of consumers are likely to switch from one brand to another if the second brand is associated with a good cause.

Build Trust

83% will trust a company more if it is socially responsible.

Build Brand Image

74% are more likely to pay attention to a company's message if the company has commitment to a cause.

Referrals

66% will consider a company's social commitment when deciding whether to recommend its products and services.

Employee Loyalty

79% want to work for a company that cares about how it impacts and contributes to society.

(Statistics from The 2006 Cone Millennial Cause Study)



"I am saving on my phone bill and helping St Luke's Hospice every month"

*David Datson
Maynard Heady
Chartered Accountants*

"In our first month with Support Telecom our telephone bill was reduced by 38%"

*Jean Robinson
Essex & Herts
Air Ambulance*

Corporate social responsibility is increasingly important, but it's more than just a fashion. It can help your business:

- ✓ make a positive contribution within the local community
- ✓ enhance your image and brand
- ✓ motivate and build a team spirit within your company
- ✓ become a more attractive employer

To find out how **you save, we donate™** call us today free on

 **0800 804 8840**