

designated DIGEST

September, 2022 / Issue 16



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Feel free to contact our friendly team. We are always happy to help

E: info@designatedgroup.com
T: 020 7952 1460

Welcome to our September edition.

Welcome to September's edition of Designated Digest. With Summer coming to an end it has been great to enjoy some amazing weather before the final quarter of the year begins.

This month we are looking at the importance of understanding your customer journey and how it is essential for ensuring your business thrives.

We have also delved into the world of strategic business reviews, looking at how it can help build on

your strengths, get all your team onboard and pinpoint weaknesses so you can adjust all aspects of your company to reach your business goals.

Finally, we have looked to distinguish the difference between accounting and bookkeeping to make it easier for you to decide what elements your business needs.

Best wishes,
The Designated Team



Understanding your customer journey?

In today's world, consumers are more informed than ever before. They have a range of tools to help them with decision-making when it comes to buying a product or service, which is why it's important to understand how your company (brand) is perceived and the reasons why.

Company perception is driven by a range of different things for consumers and they will see and experience different things depending on where they are in their purchase or research journey.

A typical customer will research and evaluate your company and your competitors before deciding whether to purchase a product or service. By understanding the customer journey and the influencing factors that help with their decision-making, you can better position your product or service to meet their needs, as well as deliver a positive experience throughout the process.

Learn more about understanding and improving your customer journey [here](#).



A typical customer will research and evaluate your company and your competitors before making a purchase.

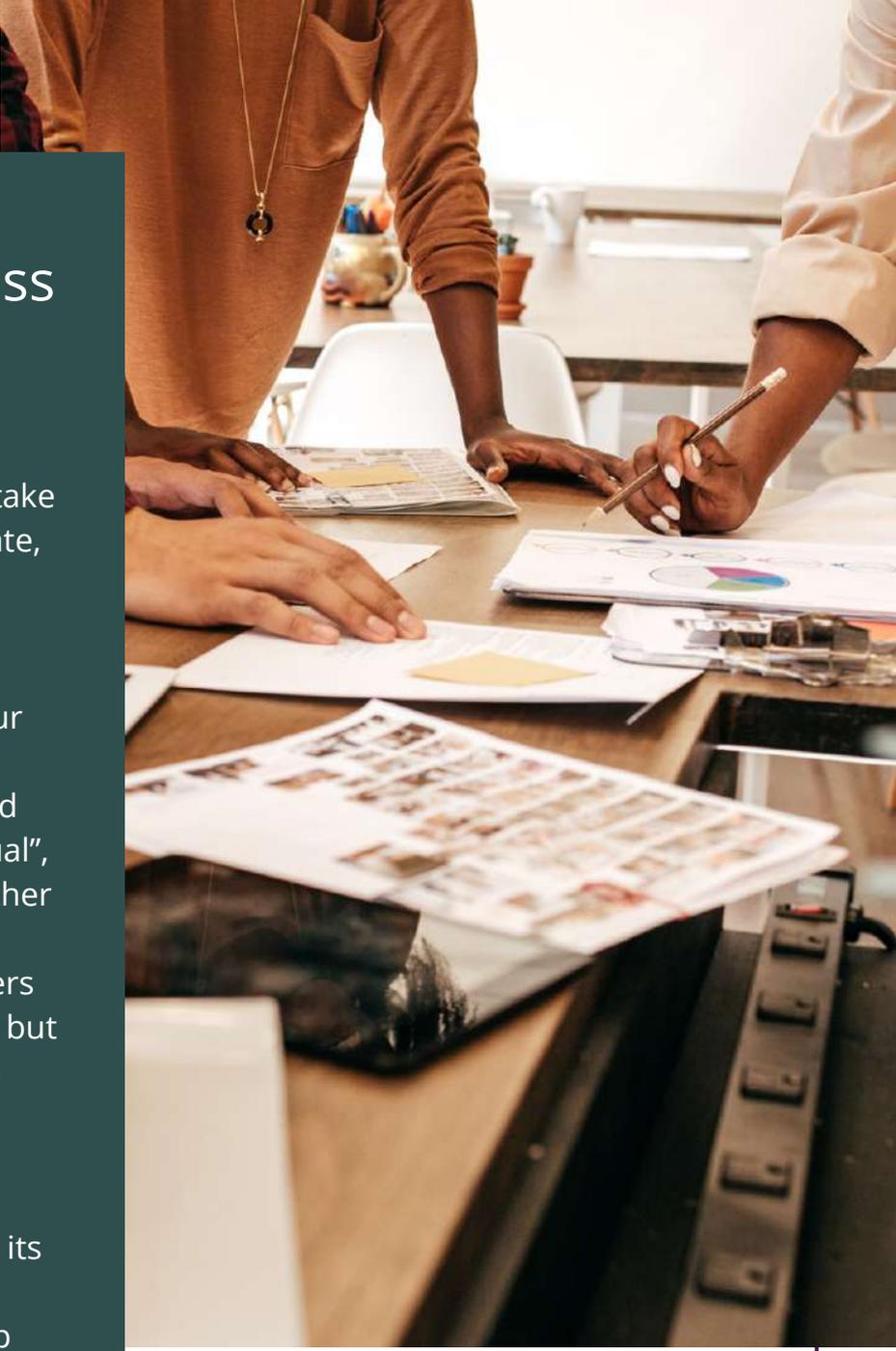
Strategic Business Review

When you are running your own business, how do you take a step back? To stop, evaluate, listen and learn from your customers and team?

This is hard to do within your own business. Taking time away from the demands and stresses of “business as usual”, to pause and evaluate whether you are offering the best experience to your customers and your team is important but also challenging. So how do you achieve this?

This is where a strategic business review comes into its own. Undertaking such a review will immediately help you to identify the strengths of your business, and pinpoint the weaknesses, creating an opportunity to highlight and rectify any problems before they become ingrained.

Click [here](#) to find out more about how a strategic review can benefit your business.



Are the values and vision you hold dear, understood, and communicated to all your stakeholders and customers?

Accountancy vs Bookkeeping what's the difference?

For somebody who doesn't work in finance, it can be difficult to distinguish the difference between accounting and bookkeeping, as there are some administrative areas that can overlap depending on the structure of a business and how many employees it has working in its' finance department.

However, while bookkeepers and accountants share common goals, they do support your business in different stages of the financial cycle.

Bookkeeping is more administrative, recording financial transactions. Accounting is more subjective, giving you insights into your business's financial health based on the information provided by bookkeepers.

Read [more](#) to find out the difference.



Bookkeepers and accountants each support your business in different stages of the financial cycle.

We are experts across Marketing, PA, Accountancy, HR and Recruitment.
Ask our expert friendly team about your **tailored support solutions.**

E: info@designatedgroup.com

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