

Case Studies



Boden Properties specialises in the design and construction of prestigious business parks. Smye Holland Associates helped the company develop a customer care manual for its business park concept called Compass Point.



“With a diverse range of expertise, Smye Holland Associates offers advice and professional services to enhance the marketing of our property development business”

Paul Burnett, sales and marketing director, Boden Properties

The manual was created to help set the company apart from other developers by presenting a highly efficient, professional organisation that is totally transparent about the process of buying and moving into a new commercial building.

It was designed to communicate the company's ethos, while providing a straight-forward, step-by-step guide for customers.

We have worked with Boden for several years and as well as developing the customer care manual, we also manage public relations for the company as well as maintain its website.

Through public relations work we raise awareness of the company and its developments. We also help to publicise its business parks to generate interest in them among potential customers.

Boden's website is one of the company's main selling tools and potential customers are driven to the site to find information about developments. We keep the site up-to-date with regular news and information to keep it of interest to visitors.

This process of communication with customers and potential customers reinforces Boden's commitment to pre and post-sales customer care and helps the company maintain its relationships with contractors and customers.