

Client Feedback

Recently we did some market research to collect objective feedback from a selection of our clients. This is what they said:

“Lots of people are doing what Appletree does, but nobody seems to be doing it like you do.”

The following companies participated – Capacity, Unilever, Rainbow, Orange Capital, Triumph, Federal Mogul, Enviroserv, Ingwe, Mr Price, Velociti – and this is what they said:

How is Appletree different?

- Appletree partners with business
- Appletree stays the distance and sees the solution through to completion
- There is no ‘hard sell’. Total commitment to achieve the objectives of the partnership
- Appletree doesn’t walk away
- Appletree builds trusting relationships with their clients

How would you describe Appletree?

- A company that understands how to “enrich” people i.e. helps them find emotional fulfillment / meaning / improved relationships etc
- They help provide one with personal insights
- Change agents / Change catalysts – if your business is ready for this
- “People for the sake of people, for the sake of business”
- About self awareness and leadership competencies
- Lifestyle coaches who have an impact on business and family relationships – maximising them to the fullest

What was Appletree’s impact?

- Appletree provides a platform to deal with issues
- Appletree gets to the core of the issue
- Appletree facilitates profound change within individuals
- Appletree helps improve effectiveness of an organisation
- Appletree nurtures growth of trust and respect
- Communication and interactions are more constructive and open

Why Appletree?

- Appletree is a partner not just a supplier
- Appletree is an association and can use other associates with different talents i.e. “they offer diversity”
- Appletree builds relationships of trust and integrity
- One on one coaching together with group workshops – each reinforces the other
- Appletree gets involved. They call and keep in touch with delegates. They offer continued support to individuals who need it after the course
- Appletree does bring that something which is new and different to the business
- Appletree is genuine – genuine about wanting to make a difference – “You can feel it”

