BUSINESS
DATA SERVICES

REACTOR

WITH CLIFTON ALEXANDER

Reactor Design is a full-service creative firm who inspires clients and the community to think differently about design and business branding. Reactor Design Studio began in the spare bedroom of Clifton Alexander's residence in 2003. Today, the Reactor Design team works with organizations in the Kansas City metro area who are in search of making a large-scale change. These changes could include redesigning the company's brand, messaging, logo, or name to better align with the company's vision. Clifton's team has worked with brand new companies just starting on their brand development and established companies looking to rebrand themselves.

In addition to providing Kansas City organizations with brand development assistance, Reactor Design also works with conference and event planners nationwide, providing design, marketing and branding support for large and medium scale events. This support helps the organizations and their events form an identity and professionalism that helps increase attendance and loyalty.

As a small business owner, Clifton has always found himself handling his company's IT needs internally. It wasn't until he received a direct mailer from Business Data Services (BDS) that he considered seeking those services elsewhere and reached out for a meeting.

After meeting with the Vice President of BDS, Tito Huynh, Clifton felt we understood his business better and provided flexibility other phone providers didn't have. Immediately following the meeting, BDS evaluated Reactor Design's needs, which resulted in saving the company money. "Everything runs smoothly. I have multiple people to rely on when I encounter tech issues. Because of this, I look at this partnership as more than doing business with BDS but as a way to build a lot of loyalty." Since the partnership, Clifton and BDS have witnessed the value of working with one another.