

What do your customers want?



Importance of Customers

Customer Service Issues

Customer Service Strategy

You are a business person and you know how important customers are to your business.

Everyone does; the problem is that **customer awareness and service is mostly a theory** not something that is practiced in day to day business operations.

The other problem is that the moment you find out that improving customer service, customer experience and finding out what customers really want may cost you money, your importance of these factors, which you normally deem important, suddenly diminishes.

It is a similar situation when we want to buy Australian-Made products instead of much more affordable Chinese manufactured ones, our sense of patriotism also fades away the moment we discover how much our devotion and support for our economy costs us personally.

Despite these factors, you need to make sure that you have clients, without them you will not exist! It is very important to gain new customer but keeping the current ones is as crucial and costs your business less.



“Listen to your customers. They will tell you what they want & how you can improve your business.”

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One thing you can do is **regularly communicate with your customers.**

Have a **monthly newsletter** and inform them about what is happening: latest products, projects and special offers.

Newsletters don't cost you a lot and they are a great way to stay close to clients. Also, ask your clients for feedback, you can easily include free polls and surveys on your newsletter and subscribers will be happy to participate because they too realise the benefit.

You need to know for sure what customers want. **Never ever assume to know!**

It is one of the biggest mistakes you can make as a business person. Even if for the time being it seems as if you may be right, the reality is different. You are not a mind reader.

You probably base your evaluation on the fact that you have 5 customers who regularly buy from you and are happy with your service. But 5 customers is a very small sample!



“Never assume to know what customers want and need. It is one of the biggest mistakes you can make!”

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Find out what customers want. **Ask them!**

Doing this as part of the newsletter will not cost you an arm and a leg.

When they come to your shop or business ask them in person. Prepare a quick survey and poll and have them available in your shop for visitors to fill out. This doesn't have to cost you thousands. Find out what they want and then try to satisfy this need.

If you **discover what you're the needs of your current customers are**

not being met by your offer and it costs too much to modify it, then try to find customers whose needs your offer can satisfy.

“You have a great product that is perhaps being marketed to the wrong audience and customers.”

