

CUSTOMER CARE AND SATISFACTION

Questions to ask yourself:

- Do you know who your top customers are?
- When was the last time you saw them face to face?
- Do you know the key contacts name, hobbies, family etc?
- Do you understand their business pain (how can you solve it)?
- Do you know what business service delights them?
- Do you know what they hate (in regards to business practices)?
- Are they likely to recommend you to someone else?
- Would they still do business with you if you messed up?
- Do you have a customer satisfaction process in place?
- Do you find out why customers leave?
- Do you learn from your mistakes?

‘Winning back a lost customer can cost up to 50-100 times as much as keeping a current one satisfied’

Rob Yanker, Partner McKinsey & Company