



1 Developing Customer Understanding

Who is the customer in your market?
Do you understand what customers want?

The Critical Questions?

- Who are they?
- What are the changes?
- What are their needs
- What are their major satisfactions/dissatisfactions?

Who are they?

- Who are your target customers/
What key customer segments can you identify?
- Which segments under/over perform? Why?
- Which customer segments are growing/declining? Why?

What are their needs and wants?

- Why do customers buy what the market offers?
- What are the main purchase criteria?
- What beliefs and attitudes do they have?
- Do they have unmet needs? Can they be predicted?
- What combination of services do they buy?

Do you deliver customer satisfaction?

- Do your services exceed customer expectations? Prove it.
- Are you better than the competition to meeting their needs? Prove it.
- Are you winning or losing customers?
- How loyal are your customers?
- Which are the most profitable customers?

Building customer winning strategies

- What are the gaps in customer needs you can fill?
- How can you exceed customer expectations?
- Can you "fix" their major dissatisfactions?
- How can you grow your business with your most profitable customers?
- How can you make unprofitable customers less so?

For more support on developing customer understanding contact
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