



Benefit from listening to and involving your **customers**

Improve your business performance and results by listening to and involving your customers in your business

Why?

- Interacting with your customers offers you a better understanding of their needs and allows your organisation to enhance the customer centricity of your goods or services.
- Customers can be a great source of ideas for new products / services or product / service improvements or help validate a new product or service idea.
- Customer feedback and complaints can highlight downfalls and areas for improvement in your end-to-end process.

Why is this important?

- While research suggests that 52% of consumers who had a bad experience told their friends, family, or colleagues about it, more consumers (56%) indicate to have shared a good experience with others.ⁱ
- There are different views on the associated cost but it is estimated to cost five to ten times as much to recruit a new customer as to retain a new one.

How to get started in a small way

- Encourage, train and empower employees. Taking immediate action can be more cost-effective than waiting to write them a formal letter.
- Decide how and when to communicate with customers, whether by telephone, e-mail, newsletter, feedback forms or questionnaire, at point of sale or delivery, or as a post-sale follow-up.
- Include details on your website of how customers can feed back comments or complaints.
- Complaints aren't all bad - encourage staff to record feedback from customers.
- Keep talking to your customers because their opinions will alter over time.

ⁱ <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=7144>