



ASSESS BUYER- CENTRICITY

Listening to the customer



HOW-TO GUIDE

Assess Buyer-Centricity



Attracting new clients, maintaining prices, and retaining customers in competitive markets depends heavily on your ability to effectively service your accounts. Proactive organizations work with customers to identify their strengths and weaknesses to better serve their market.



“Look through the lens of your customer”

What are the Key Areas to Measure?

- **Buying Process** — getting customer feedback on your buying process will help you support sales more effectively, and identify any possible issues.
- **Value Proposition** — learning how your value proposition is perceived is critical in determining the effectiveness of your branding and communications strategy. Additionally, reduce risk by identifying any customers who are not getting good value for money.
- **Products/Services** — gather metrics on the effectiveness and quality of your products to close the Product Development loop. Ask additional qualitative questions that can provide insight into what the market is demanding.
- **Strategic Direction** — measure the perception of your customers on your position as a market leader and innovative organization. Use this data to demonstrate how effective you are at communicating corporate strategy.
- **Customer Service and Support** — gauge the responsiveness and courtesy of your service department to ensure there are no unhappy customers with outstanding issues who may be at risk.
- **Website/Customer Portal** — determine if your website or portal is providing a pleasant experience or if additional resources need to be added.
- **Brand Preference** — this area provides an opportunity to bottom-line customers. Find out who are your advocates and who are your dissatisfied customers.

Bottom Line

Ignoring the ‘voice of the customer’ is not how world-class companies operate. To keep retention levels high, define a customer feedback process that provides both quantitative and qualitative results.



Action Plan

STEP 1- Discuss with Senior Management

1 Discuss with Senior Management



Impress Management with the Meeting Agenda Template

- 1 Discuss with Senior Management
- 2 Determine Timing
- 3 Customize a Survey
- 4 Communicate with Staff
- 5 Distribute to Customers
- 6 Gather Results & Analyze
- 7 Report to Senior Management
- 8 Integrate Feedback

- Table this idea during a management meeting to see if there are any other managers who agree that this type of data would be helpful.
- In particular, speak with leaders from the Sales, Customer Service, or Professional Services departments.





Action Plan

STEP 2 - Determine Timing

1 Discuss with Senior Management

2 Determine Timing



3 Customize a Survey

4 Communicate with Staff

5 Distribute to Customers

6 Gather Results & Analyze

7 Report to Senior Management

8 Integrate Feedback

Time to Make It Happen

Some industries are seasonal, so make sure that you time your survey initiative appropriately.

Another alternative is to integrate this survey into your renewal or customer exit processes.





Action Plan

STEP 3 - Customize a Survey

1 Discuss with Senior Management

2 Determine Timing

3 **Customize a Survey**



4 Communicate with Staff

5 Distribute to Customers

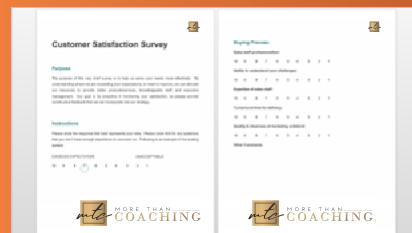
6 Gather Results & Analyze

7 Report to Senior Management

8 Integrate Feedback

Introducing the Customer Satisfaction Survey Template

- Use Customer Surveys as a starting point.





Action Plan

STEP 4 - Communicate with Staff

1 Discuss with Senior Management

2 Determine Timing

3 Customize a Survey

4 Communicate with Staff



5 Distribute to Customers

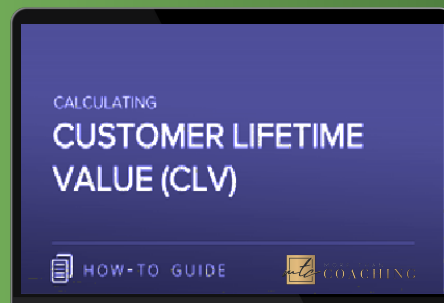
6 Gather Results & Analyze

7 Report to Senior Management

8 Integrate Feedback

Calculating the Value of Your Customers

- Discuss how this initiative will help the business grow and retain customers.
- Be sure to communicate how the results of these surveys will be measured and used to identify any performance issues.





Action Plan

STEP 5 - Distribute to Customers

1 Discuss with Senior Management

2 Determine Timing

3 Customize a Survey

4 Communicate with Staff

5 Distribute to Customers



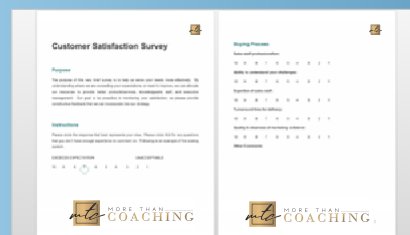
6 Gather Results & Analyze

7 Report to Senior Management

8 Integrate Feedback

Communicate With Your Customers for Ultimate Results

- Once you have decided what the most appropriate timing is for a customer survey, distribute them accordingly.
- When sending out your survey, speak to the benefits that your customers will see, including better service and support, more valued products, etc.





Action Plan

STEP 6 - Gather Results & Analyze

1 Discuss with Senior Management

2 Determine Timing

3 Customize a Survey

4 Communicate with Staff

5 Distribute to Customers

6 **Gather Results & Analyze**

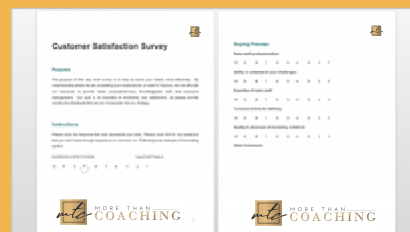


7 Report to Senior Management

8 Integrate Feedback

Benchmark Your Product/Service Performance

- After you have collected the survey results, analyze them to find any flight risk accounts, or other potential issues.
- Aggregate the data into averages to benchmark your current level of performance, which you can use as a measuring stick for next time.





Action Plan

STEP 7 - Report to Senior Management

1 Discuss with Senior Management

2 Determine Timing

3 Customize a Survey

4 Communicate with Staff

5 Distribute to Customers

6 Gather Results & Analyze

7 Report to Senior Management

8 Integrate Feedback



Report to Management with a SWOT Analysis

- Compile a report that can be delivered to Senior Management highlighting the key strengths, weaknesses, opportunities, and threats.

Strengths	Weaknesses
New Product Dev. Process	Poor Customer Recovery

Opportunities	Threats
Cross-selling new products	Data vulnerability to virus



Action Plan

STEP 8 - Integrate Feedback

1 Discuss with Senior Management

2 Determine Timing

3 Customize a Survey

4 Communicate with Staff

5 Distribute to Customers

6 Gather Results & Analyze

7 Report to Senior Management

8 Integrate Feedback



Organize Actionable Items and Assign Them Out

- Based on your report, have a discussion to prioritize the action items that need be addressed first, and who will take them on.

