

Understanding Customer Needs



We Already Know

- ▶ Customer Experience = how customers perceive us based on the sum of all their interactions with our business
- ▶ Customer Service = direct one-on-one interactions
- ▶ Customer don't want to wait, be ignored, or deal with inefficiency
- ▶ Customers are willing to pay more for companies that offer outstanding customer service
- ▶ Customer service is **NOT** an option

Three Types of Needs

- ▶ The “**Must-Be**”: these are the needs that are expected by the customer and if not fulfilled, leads to complete dissatisfaction.
- ▶ Taken for granted unless they are absent.
- ▶ Even if the **Must-Be**'s are completely fulfilled the customer may still not be particularly satisfied.

Example – When eating out, the food didn't make me sick. I expect this but it does not mean I am satisfied with the overall service.

Three Types of Needs

- ▶ The “**More is Better**” – the better these needs are met, the more satisfied the customer is.
- ▶ Customer will generally talk (complain) about issues related to this type of need.







Example: You are greeted with a smile, food is hot, serving size is correct, wait time is short.

Three Types of Needs

- ▶ The “**Delighters**” – don’t cause dissatisfaction when not there but do create satisfaction when they are.
- ▶ Generally, these aren’t mentioned because the customer doesn’t realize they are absent.

Example: Order unexpectedly comes with free cookie.

Three Types of Needs

	MUST BE	MORE IS BETTER	DELIGHTERS
MET			
NOT MET			

Critical to Good Service

- ▶ Good service requires us to be able to define what is expected from our customer:
 - Why is the project important
 - How does the project meet the customer's goals
 - Who are the main players related to the project
 - What limitations exist for the project
 - What is the expected project yield
 - What are the customer requirements
- ▶ Good service means that everyone on the project understands these expectations.

And, Finally...

- ▶ Good service means we understand what the *MUST BE*, *MORE IS BETTER*, and *DELIGHTER* needs are for each customer.
- ▶ Good service leads to a positive Customer Experience which builds customer loyalty
- ▶ Customers want:
 - A fair price
 - A good service
 - To feel valued

Click on the button below to take the quiz for this session.

The customer's perception is your reality.



"It takes months to find a customer... seconds to lose one."

Vince Lombardi

QUIZ