

Customer Focus – Reality Check

Everyone acknowledges that customers drive demand for products and services.

Most companies profess to be customer focused or have a stated aim to become more customer focused.

Here is a simple checklist to see how well you are doing, then call us to discuss your result: Phil Allen +41 7 9423 1390. **Less than 60 – you need help**

Item	Very poor (0)	Poor (1)	Average (2)	Good (3)	Very Good (5)
We understand our customers' needs and value drivers					
We fulfil our customers' needs with our offerings					
We review regularly with our customers the level of satisfaction they have in our offerings					
We know why our customers prefer our offerings to those of our competitors					
We have a dedicated customer responsible person for each customer account					
Everyone's personal goals feature at least one element of customer focus					
Customer success is a measurement tracked and reported on by every business regularly					
Our leadership and management demonstrate customer focus and lead by example					
Customer loyalty and retention are paramount business goals					
Customer-contact and customer-facing staff are trained and coached regularly in aspects of customer orientation					
We are constantly exploring and searching for unmet customer needs that we can fulfil					
We constantly strive to exceed our customers' expectations					
Customer can complain very easily					
All customer complaints are investigated urgently and resolved within days, if not hours					