

Unstoppable Customer Empowerment Assessment

Empowering your customers is making a commitment to shifting away from a desire to “sell” them something, and instead understanding more about what it is that your customers need in order to improve their business; from increasing sales to attracting talent and improving productivity. Taking an approach of empowerment not only helps to build trust between your organization and your customers, but also provides significant intelligence into what your customer’s need, which can drive the development and improvement of your products and services.

The following questions are not meant to be a survey, but a series of questions that customer facing roles such as Sales, Marketing, and Customer Service can use to collect customer intelligence that will serve as the information used to drive new product and service innovation.

Key Questions:

1. What are the greatest challenges today that you or your business are facing?
2. What are your key business objectives in the next twenty-four to forty-eight months?
3. What is our competition currently providing you that we aren’t? What could we do (if anything) to gain their business?
4. What distinguishes us from our competition today? How could we increase this distance further?
5. What could we do to help you take your business to the next level?
6. How specifically do our products/services add value to your business? Can you quantify this?
7. How good are we at satisfying your needs today? What could or should we do a better job at?
8. How specifically could we improve our existing products/service (levels) to meet your needs?
9. How competitive are we relative to our pricing, service, delivery, and responsiveness?
10. Overall do you think we are doing a good job? How could we improve to earn more of your business?

For more information on empowering your customers, visit www.shawncasemore.com.