



Customer Experience Assessment

Assessing the Customer's Experience is **MORE IMPORTANT** than ever for all businesses, regardless of size or industry, yet most business owners still miss the mark by not including customer feedback as part of their growth and success strategies.

Utilizing Customer Experience Survey Tools can be challenging but don't let that deter you from taking advantage of the opportunity they provide to increase customer loyalty and your revenue.

Answer the four questions below to see how your business measures up.

LISTEN LEARN LIVE IS YOUR CUSTOMER EXPERIENCE EXPERT

1. Do your customers tell others about your company?

Can you say that your customers are your referral source, that they are providing positive word of mouth about your company to others? When you deliver a great experience, customers share their experience with others and can be considered your external Marketing team.

2. Do your customers give you another chance when something goes wrong?

Most consumers understand that bad things happen, even to great companies. But they only give second chances to the companies that they trust. Do you think your customers consider your company trustworthy?

3. Can you sell your customers additional products or services with ease?

It is a fact that happy customers spend more and will purchase additional products from you, making happy customers is very valuable to your business. Do you know if you are getting the full value from your customers?

4. Do your customers give you feedback even when you don't ask for it?

The ideal customer is one that feels so connected to a company that they bring issues or concerns to you before you even ask! And, they usually alert you to something you are not asking about on your survey. Do you have connected customers that want to give you a heads up so you avoid a larger issue?





What you can do NOW to get started

This assessment is meant to be easy to complete, but if you haven't previously considered the Customer Experience then thinking through these questions may take a bit of time.

So, I am going to share with you one thing that you can do NOW, beginning today, to get a jump start on your Customer Mojo:

You can say **THANK YOU** to your customers!

It sounds simplistic, but Thank You are the two most underused words in business.

Most business owners are thankful for their customers – but when it comes to demonstrating it, they fall short.

HERE ARE A FEW EASY, LOW COST WAYS TO “BE THANKFUL”:

- Say it!
- Send a Thank You note
- Send a customer something of interest to them
- Offer a special to loyal customers

