

AT A GLANCE:

B UNDERSTANDING OUR CUSTOMERS

WHAT'S THIS THEME ABOUT?

"You never truly know someone until you've walked a mile in his shoes." - Anonymous

Truly understanding our customers is the key to delivering service excellence. It's simple – if you don't understand them, you can't deliver what they need and want. Understanding our customers is what leads to longer lasting relationships.

We may **know** who our customers are, but do we really **understand** them? We may **know** our products and services inside out, but unless we **understand** the customer and their needs and wants, we're leaving the door open for our competitors.

This theme is about helping the team recognise our customers' most basic needs, understand their wants and demands in such a way that we can respond better, deliver an exceptional service experience and build a longer-lasting relationship.

Through our next four weekly conversations we ask the questions:

- What does it mean to understand our customers? What are the benefits and risks?
- Who are our key customers and how strong are our relationships with them?
- How can we create stronger connections with our customers?

Understanding Our Customers is specifically aimed at:

- **Informing** teams of the value of understanding our customers
- **Investigating** how connected we are with our customers
- **Igniting** teams with new ideas to get closer to customers and build stronger relationships
- **Implementing** new and better ways of engaging with our customers



WHY IS THIS IMPORTANT?

"A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better design we will have." - Steve Jobs

Let's admit it. No matter how good our products and/or services are, no one will buy them from us if customers don't want them or don't believe that they need them. Knowing and understanding customer needs is at the heart of every successful organisation. Once we have this knowledge, we will be able to offer solutions that clearly match their needs and meet their expectations. This way they will keep coming back for more!

IDEAL OUTCOMES

- Teams will have higher awareness of our customers' motivations – their needs, wants and demands
- Teams will better be able to respond to customers' needs and offer solutions that match their expectations
- Teams will build stronger relationships with our customers
- Teams will develop new and better ways of getting to know and connecting with our customers

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