

Keys to Customer Satisfaction

Give the customer what they want, when they want it, in the form required, in a cost efficient manner (without waste).



1. **Know your customer**
Know what your customer expects, then go the extra mile. Develop a customer profile for each key individual. Listen and let the customer talk, ask plenty of good questions. In advance plan 5 to 10 questions which will help you to focus in on exactly what they need and why. Verify information with the customer and understand implications to others.
2. **Perspective**
Examine the business and need through the customer's eyes. Understand the customer's business, goals, objectives, problems, issues, and constraints.
3. **Turn Expectations on yourself**
What would you expect as a customer. Be objective. Remember how you have felt as a customer in a similar circumstance; ever get bad customer service as a consumer of a service or product?
4. **Make customer feel safe, valued, secure.**
They need to feel part of the contribution, not just a recipient of the service. Involve them. Need to earn their trust.
5. **Influence expectations**
Adopt a counseling style, influence and define the expectations by working together as a team. Strive for a consistent approach with clear and frequent communication. Many customers may only see the immediate need. You need to be able to show them it is your job to understand and address the immediate and long range needs and the interdependencies with other processes.
6. **Set the tone from the start**
Good first impression. Respond to customer requests in a timely manner. Show respect for the customer's time, intellect and pressures. Ask questions such as "What will help you to do your job", "How can we improve it",
7. **Understand expectations**
Must clearly understand the customer's expectations. What are their criteria for success? You and the customer must have the same set of expectations.
8. **Customer involvement**
Be sure to clearly state what you need from the customer. What is their level of involvement, what do they need to complete and when?
9. **Deliver more than you promise**
Balance natural optimism with reality when making commitments. Then deliver more than you promise but not at the expense of this or other projects.
10. **Keep in touch**
Communicate! Respond to their request even if you cannot complete it right away. Keep them up to date on the status. Keep them informed of any critical issues, roadblocks, conflicts etc. Follow-up on past deliverables.
11. **Encourage feedback**
Solicit feedback from them. Listen and pay attention to comments and actions. Your customer will help you to improve your customer service.
12. **Use appropriate problem solving techniques**
Provide correct solutions to the right problems (root cause analysis). Make the customer aware of alternatives. Explain reasons for decisions.