

# Customer needs

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CHAPTER 10A

# What's customer need?

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A customer need is a motive that prompts a customer to buy a product or service. Ultimately, the need is the driver of the customer's purchase decision.

Companies often look at the customer need as an opportunity to resolve or contribute surplus value back to the original motive.

# Most common types of customer needs

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## Product needs

### 1. Functionality

- Customers need your product or service to function the way they need in order to solve their problem or desire.

### 2. Price

- Customers have unique budgets with which they can purchase a product or service.

### 3. Convenience

- Your product or service needs to be a convenient solution to the function your customers are trying to meet.

### 4. Experience

- The experience using your product or service needs to be easy -- or at least clear -- so as not to create more work for your customers.

# Most common types of customer needs

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## **5. Design**

- Along the lines of experience, the product or service needs a slick design to make it relatively easy and intuitive to use.

## **6. Reliability**

- The product or service needs to reliably function as advertised every time the customer wants to use it.

## **7. Performance**

- The product or service needs to perform correctly so the customer can achieve their goals.

# Most common types of customer needs

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## **8. Efficiency**

- The product or service needs to be efficient for the customer by streamlining an otherwise time-consuming process.

## **9. Compatibility**

- The product or service needs to be compatible with other products your customer is already using.

# Most common types of customer needs

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## Service Needs

### 10. Empathy

- When your customers get in touch with customer service, they want empathy and understanding from the people assisting them.

### 11. Fairness

- From pricing to terms of service to contract length, customers expect fairness from a company.

### 12. Transparency

- Customers expect transparency from a company they're doing business with. Service outages, pricing changes, and things breaking happen, and customers deserve openness from the businesses they give money to.

# Most common types of customer needs

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## **13. Control**

- Customers need to feel like they're in control of the business interaction from start to finish and beyond, and customer empowerment shouldn't end with the sale. Make it easy for them to return products, change subscriptions, adjust terms, etc.

## **14. Options**

- Customers need options when they're getting ready to make a purchase from a company. Offer a variety of product, subscription, and payment options to provide that freedom of choice.

## **15. Information**

- Customers need information, from the moment they start interacting with your brand to days and months after making a purchase. Business should invest in educational blog content, instructional knowledge base content, and regular communication so customers have the information they need to successfully use a product or service.

# Customer needs analysis

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To conduct a customer needs analysis successfully, you need to do the following:

## **Customer Needs Analysis Survey**

- The customer needs analysis is typically conducted by running surveys that help companies figure out their position in their respective competitive markets how they stack up in terms of meeting their target customers' needs.



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# The End



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# ENTREPRENEURSHIP

Chapter 10: ICT as a business tool



# The Role and Importance of ICT for SMEs

- Today, every business must be able to receive, process and utilise a significant amount of information.
- Every business collects and blends a wide variety of information, distributes it and uses it throughout the business. The information is used to provide accurate and timely outputs for internal and external consumption.

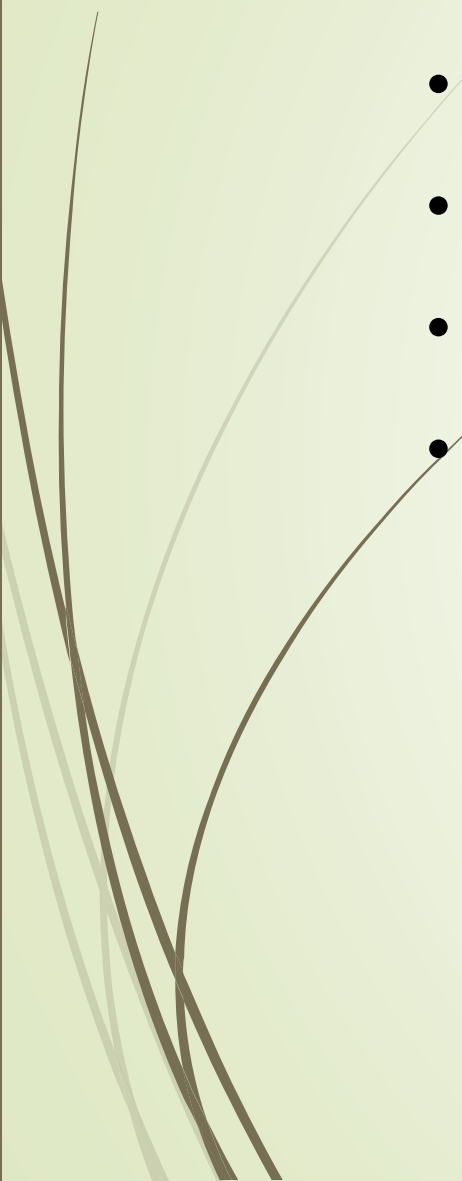


# The Role and Importance of ICT for SMEs

- Data is being processed, it is converted into information which is more likely to be use in creating knowledge for future use.
- ICT Adoption by SMEs
  - Positive owner-managers
  - Negative owner-managers
  - Uncertain/ traditionalist



# Information Systems for SMEs

- Transaction Processing Systems (TPS)
  - Office Automation Systems (OAS)
  - Management Information Systems (MIS)
  - Decision Support Systems (DSS)
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# ICTs and experiences **RFID**

- ❑ Developments in ICTs has particularly benefited the facilitation of experiences.





Where can we see the  
application of RFID technology  
in our surrounding?







## RFID – ENHANCING CUSTOMER RELATIONSHIPS

- 1. Stock availability
- When using RFID to track items and manage your stock, you can ensure that the stock available in your shop is the same as shown on your website. This is critical for “Click and Collect” customers.
- If the product reserved on line is not actually in stock when the customer comes to pick it up, the relationship with that customer is damaged and they may never come back.

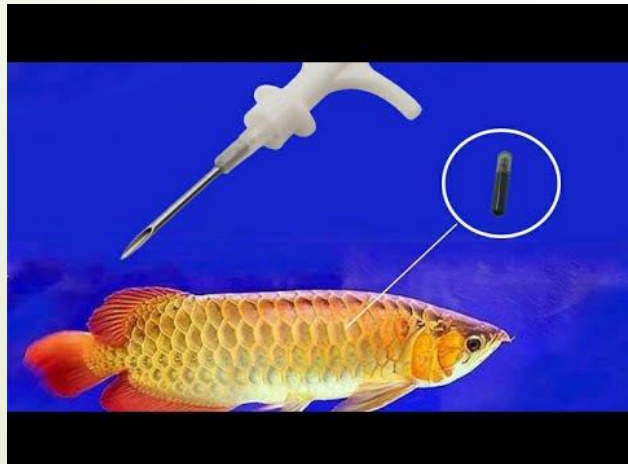


## 2. Loyalty cards

- Loyalty cards are not a new concept, but with RFID they can now carry more and more data, and can dramatically enhance the customer experience in store.
- The RFID microchip inside the loyalty card contains the customer data: identification data such as name, address, date of birth etc. but also purchasing habits.
- That information is linked to the database in your CRM system and gives you the opportunity to get a better understanding of your clients and target them more efficiently with offers fitting their profile.
- As well as loyalty cards, we can also supply welcome packs, invitations, personalised letters, email campaigns...everything you need to make your customers feel like a VIP and stay loyal to your brand.

## 4. Authentication and personalisation

- Thanks to a RFID / NFC tag, customers can authenticate their product and ensure it is not a fake. They can also access additional information about the product and even acquire the ownership of the product. As well as contributing to the fight against counterfeiting, it creates a “user community” where the owner of the products can benefit from special offers or other services only available to them. A true VIP experience.



# Applications For Data Capture

- **Logistics and Manufacturing** – Data capture solutions also are used extensively in delivery and logistics. Bar code and handheld scanners have become essential for tracking packages at each step, providing a chain of custody and proof of delivery using electronic signature capture. Data capture solutions are expected to confirm delivery, provide GPS tracking and route reconciliation, track payments, and maintain automatic timestamps. Similarly, manufacturing facilities use data capture solutions to track parts inventory, manage quality control, and provide details at each step of the design and assembly process.



# Applications For Data Capture

- **Health Care** – And data capture solutions are having an increasingly larger impact on health care. Using data capture technology makes it easier to more accurately manage patient records, track prescriptions and medical charts, facilitate billing, cut costs, and prove compliance with government regulations.





# Implementing an ICT Strategy

- There are plenty of selection of ICT tools available in the market for SMEs.
- Online activities can be classified into four layers of the internet economy, infrastructure, applications, intermediaries and e-commerce.



# Implementing an ICT Strategy

- The five business models that are typically defined in e-commerce marketing strategies are:
  - Business to government (B2G)
  - Business to business (B2B)
  - Business to consumer (B2C)
  - Consumer to consumer (C2C)
  - Consumer to business (C2B)



# Implementing an ICT Strategy

- Benefits of engaging in e-commerce:
  - Global reach
  - Open 24/7
  - Telecommuting opportunities
  - Enhanced customer service
  - Measurable sales conversion and CRM
  - Flexibility for entrepreneurs
  - Lower costs



# Attracting Visitors to a Website

- Advertising on third party websites
- Search engine optimisation
- Social media





## Question & Answer



