

Customer Relationship

S2

- Client needs
- Companies competitive advantages
- Client expectations management
- Delighting clients



BLACK LIST

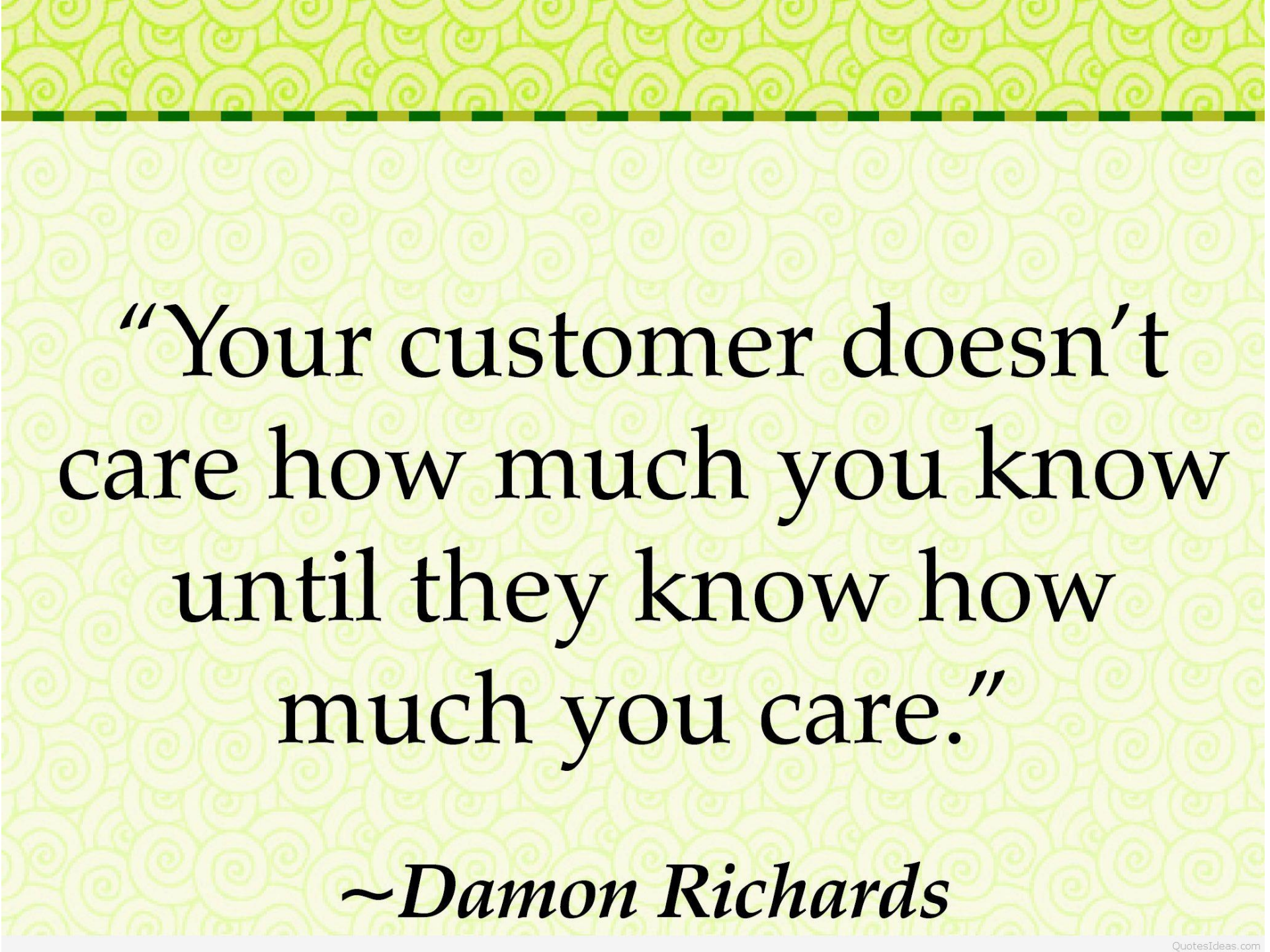
WHITE LIST

“The **customer** is always right!”

proverb

“There is only one boss: the **customer**.”

Sam Walton



“Your customer doesn’t
care how much you know
until they know how
much you care.”

~*Damon Richards*

Customers

Needs and Expectations

are

predictable

and

similar

Client needs

PRODUCT
NEEDS



SERVICE

PRICE

QUALITY

INTERACTION
NEEDS



ACTION

APPRECIATION

PROCESS

PRODUCT

CUSTOMER



STRATEGY?

ONE KEY QUESTION:
WHY DO YOUR CUSTOMERS CHOOSE YOUR COMPANY
OVER EVERY OTHER COMPETITOR IN THE MARKET?

Alternative Competitive Advantage

https://www.youtube.com/watch?v=QPu4v_Ae0Vc

What kind of company
is yours?

PROCESS

PRODUCT

CUSTOMER



WHITE LIST

EXPECTATIONS



BLACK LIST

Customer Satisfaction

=

Reality - Expectations

This is the ideal case!

Customer Satisfaction

=

Perception - Expectations

Reality!

Customers compare their
expectations
with what they
think they obtained!

Expectation Management

- Find and understand expectations
 - Make NO assumptions
- React

Expectation Management



YES

Record
&
Do



NO

Empathy
&
Motive
&
Alternatives



TRY

Prove
&
Status

Expectation Management

should be done BEFORE something
bad happened !

*otherwise they are just simple
excuses*

Client Satisfaction

- Ok
 - Satisfied
 - Normal relationship, debatable loyalty
- Wow
 - Delighted
 - Voluntary promoters, high loyalty
- Ouch!
 - Dissatisfied



Shep Hyken *Amazing Customer Service Taxi Cab Story*

<https://www.youtube.com/watch?v=YG48U5iPESA>

Delighted client

=

expectations + 1

+ 1

- + 1%
- 1 need anticipated
- 1 advice to win
- 1 more smile
- 1 more product
- 1 less problem
- 1 more minute from my time
- 1 phone to assure everything is OK
-



- Unexpected
- Emotional
- Most important benefit
- Special

Benefits

- Cost
- Quality / Complexity
- Comfort
- Statute
- Safety



Andy Bounds – What customers want?

<https://www.youtube.com/watch?v=NLNKqJCvcJM>