1. CONDUCT MARKET RESEARCH



GOALS YOU WANT TO ACHIEVE	
MPORTANT NOTES	TO-DO LIST
	DEFINE YOUR CUSTOMERS
	USE SURVEYS
	INTERVIEWS
	OBSERVE YOUR CUSTOMERS

FROM ARTICLE: 10 STEPS TO BETTER UNDERSTAND CUSTOMER'S NEEDS



CUSTOMER EXPERIENCE

- How happy were you overall with the experience with our product/service?
- How does our product or service assist you in achieving your goals and expectations?
- How likely are you to recommend our products to others in your network about our product or service?
- Did you find it simple to use or navigate our product/service?
- Do our business, products, or services generally meet your expectations?
- Was it simple and convenient to place an order or make a purchase?

CUSTOMER SERVICE

- Were your problems quickly and adequately resolved by our customer support team?
- What do you think about our customer service staff? How friendly were they with solving your problems?
- What is your level of satisfaction with the quality of customer service you got?
- How probable is it that you will get in touch with our customer service department once again?
- How professional do you think our customer service team is?
- Did you feel appreciated as a customer by our customer service staff?

PRODUCT QUALITY

- What rating would you give to our product or service's quality?
- How often do you use our product or service?
- Did our offering deliver value for the money you paid?
- What did you like the most or least about our product or service?
- Would you like any adjustments or upgrades to our product or services?
- Would you like us to provide any other features or services?

MORE IDEAS

 Any additional feedback for enhancing our business, product, or service is welcome.

2. CREATE BUYER PERSONAS



GOALS YOU WANT TO ACHIEVE	
MPORTANT NOTES	TO-DO LIST
	IDENTIFY COMMON CHARACTERISTICS
	DEVELOP BUYER PERSONAS
	TEST BUYER PERSONAS

2. CREATE BUYER PERSONAS

FROM ARTICLE: 10 STEPS TO BETTER UNDERSTAND CUSTOMER'S NEEDS



EXAMPLE:



Homeowner Julia

Demographics:

✓ Age: 30-60 years old
✓ Gender: Female

✓ Income: \$40,000-\$85,000✓ Location: Urban area✓ Family: Married

Goals and challenges:

- ✓ Values quality and reliability in plumbing services
- Looks for cost-effective solutions that fit within her budget
- Don't have knowledge and experience with plumbing systems, and prefers to work with professionals who can explain issues and solutions in simple terms

Motivations:

- Concerned about potential water damage and the impact of plumbing issues on her family's health and safety
- Values convenience and responsive customer service
 Wants to work with a plumbing company that she can trust and rely on for future needs

Buying behavior:

- Searches online for plumbing services when issues arise
- ☑ Reads online reviews
- Make Asks for referrals from friends and family
- Contacts multiple plumbing companies to compare prices and services before making a decision



Demographic	S
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Gender:

Income:

☑ Location:

☑ Family:

Goals and challenges:

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Motivations:

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Buying behavior:

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3. CONDUCT A COMPETITIVE ANALYSIS



ALS YOU WANT TO ACHIEVE	
MPORTANT NOTES	TO-DO LIST
	WHO ARE YOUR COMPETITORS?
	COLLECT DATA
	COMPETITIVE BENCHMARKING

4. CREATE A CUSTOMER JOURNEY MAP



GOALS YOU WANT TO ACHIEVE	
IMPORTANT NOTES	TO-DO LIST
	DEVELOP YOUR SALES FUNNEL
	IDENTIFY CUSTOMER PAIN POINTS
	CREATE CUSTOMER JOURNEY MAP

5. DEFINE PROBLEMS THAT YOUR CUSTOMERS FACE





OALS YOU WANT TO ACHIEVE	
IPORTANT NOTES	TO-DO LIST
	DEFINE TYPES OF PROBLEMS
	PROBLEM RECOGNITION SCALE

6. ANALYZE YOUR CUSTOMER WITH THE EMPATHY MAP

GOALS YOU WANT TO ACHIEVE	
IMPORTANT NOTES	TO-DO LIST
	WHAT DOES SHE SEE?
	WHAT DOES SHE HEAR?
	WHAT DOES SHE THINK AND FEEL?
	WHAT DOES SHE SAY AND DO?
	WHAT ARE THE CUSTOMER'S PAINS?
	WHAT DOES THE CUSTOMER GAIN?

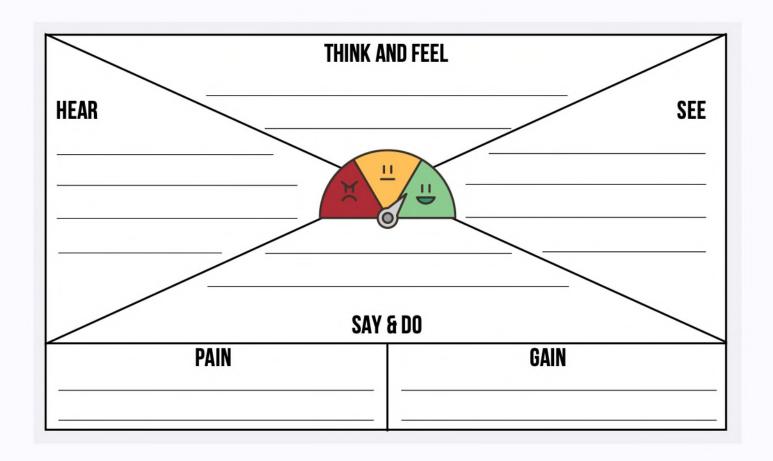
6. ANALYZE YOUR CUSTOMER WITH THE EMPATHY MAP

FROM ARTICLE: 10 STEPS TO BETTER UNDERSTAND CUSTOMER'S NEEDS



What is the customer's pain?

What does the customer gain?



What does she say and do?

7. ASK YOUR SALES TEAM ABOUT YOUR CUSTOMERS





GOALS YOU WANT TO ACHIEVE		
MPORTANT NOTES	TO-DO LIST	
	ACTIVE LISTENING	
	CRM	

8. CUSTOMER FEEDBACK



LS YOU WANT TO ACHIEVE	
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IPORTANT NOTES	TO-DO LIST
TOTTANT NOTES	TO DO LIST
	ANALYZE CUSTOMER REVIEWS
	CUSTOMER SERVICE
	USE SOCIAL NETWORKS

9. MARKET AND INDUSTRY NEWS AND TRENDS



GOALS YOU WANT TO ACHIEVE	
IMPORTANT NOTES	TO-DO LIST
	BUSINESS REPORTS
	FOLLOW TRENDS

10. USE OTHER ONLINE DATA SOURCES.



GOALS YOU WANT TO ACHIEVE	
IMPORTANT NOTES	TO-DO LIST
	BLOG COMMENTS
	EXPLORE BLOGS IN YOUR INDUSTRY
	INDUSTRY-RELATED ONLINE FORUMS
	INDUSTRIT RELATED ONLINE I ORIGINA