Understanding your customer and the experience they need post course material

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1 Getting the most from your workshop

DO:
Keep up to date with the latest surveys for tenants – remember that their expectations continually evolve.
Remember the 6 things all customers want.
Review all the Key Performance Indicators and service level agreements in the organization, making sure they are customer focused and still relevant.
Gather and use customer feedback wherever you can. And don't forget to tell your tenants about the changes you have made and why you made them (so they know you value their opinions).

Consider subscribing to the UKCSI if you are not already members (https://www.instituteofcustomerservice.com/membership/organisations/).

Create and use customer personas!

More reading

I have written 2 books that you may find useful. They are:
"The 6 Things that all customers want" available here and
"Why you should welcome customer complaints" available here.

Customer persona template questions:

- Male or female?
- Age?
- First name?
- Marital status?
- Background?
- Describe their home life
- Describe their social life - what do they do, where? When? What time do they spend doing these activities?
- What social media do they use?
- What do they use it for?
- What type of job do they do?
- How much do they earn?
- What are their ambitions?
- What stresses them out?
- What do they worry about?
- What really matters to them?

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