

7 Customer Expectations They May Not Have Told You About

"He or she who truly knows the customer has no competition."



1. **MAKE ME SMARTER:** help me keep up with the ever-changing world
2. **RESPOND QUICKLY:** but don't sacrifice quality. "Quick" and "rushed" are not the same.
3. **RESPECT MY TIME:** it is as important as my funds. Sometimes more.
4. **DON'T LEAVE ME HANGING:** link me with a professional team: not a single point-of-contact who may leave.
5. **KEEP GETTING BETTER:** Don't rest on your past accomplishments. Improved methods help keep you my vendor of choice.
6. **CONNECT YOUR OFFERING TO A CAUSE I CAN SUPPORT:** linking to important environmental and social causes demonstrates a broader awareness and responsibility and is a plus to doing business with you.
7. **HELP ME CUSTOMIZE MY EXPERIENCE:** I am unique and I want it like I want it.