

Customer Expectations They May Not Have Told You About

Personal Reflection Sheet

Education: How does your organization “make your customer smarter” and help them keep up with an ever changing world? How might your organization improve in this regard?

Personalize: How does your organization customize your products and services for your customers? How might this process be improved for your customers?

Responsiveness: How does your organization make it “easy and fast” to do business with you? How might this process be improved?

Errors: Identify an example in which your organization made an error or mistake in serving your customer. What was your company’s response? What lessons were learned from this experience what improvements were made?

Team: If your customer loses his or her primary point-of-contact, how would this be managed by your organization? How could this scenario be improved for your customer?

Consider how your competitors would answer these questions.