

What Do Our Customers Expect From Us?

Action Planning

Action 1

Add Value



With customers now expecting more from us, how do you and your organisation add more value to the service you offer? Speak to both your manager and a variety of managers and find out what additional support services and “Added value” you may offer your customers.

Action 2

Social Media



Social media now plays a big part in organisations welfare and popularity and something as simple as a twitter comment can effect your reputation in a positive or negative way. Find out how you use social media and see what activities are happening to market yourselves.

Action 3

What Do Customers Want?



With the support of your line manager, create and send a feedback questionnaire for your customers to complete. Create questions that will really help you uncover their wants and needs and how they really feel about your products or services. Record the responses.