

Customer Experiences: Week 3

Solving Your Customers' Problems.

What is it:

In the last video we identified our customers wants and needs, so in this video we are going to look at how to go about fulfilling / serving / meeting those needs by solving your customers problems with a 5-step approach.

Common problems/mistakes:

- Many of us do not regard ourselves/ products / services as a solution;
- Without knowing how to serve our customers, we cannot solve their problems.

Why is it important?

- You want your customers to depend on you and to keep coming back;
- Increases your chances of upselling a customer;
- It is easier and cheaper to retain customers then acquire new ones.

How does it work?

I am now going to show you the 5-step problem solving approach which you can use to solve your customers problems.

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Tips for success:

- Listen to your customers more then you speak;
- Take all feedback seriously;
- Communication is key, so be consistent with it.

Template/Checklist

5 - Step problem Solving Template.

Task:

Download the template and do a review of your own business.