

Customer Experiences: Week 2

Identifying your Customer Needs.

What is it:

In business and in work we should look at ourselves as problem solvers. Our ideas, products and services will need to be a solution to someone's problem if we want to stay in business. In this video we are going to focus on what the customer actually needs and how we can use this insight to improve their brand experience.

Common problems/mistakes:

- Many people simply assume what their clients/customers want;
- Do not know how to fulfil their customer needs and as a result retention is low.

Why is it important?

- Enables you to give your customers exactly what they want;
- Keeps them satisfied and coming back;
- Enables you to pre-empt customers future needs.

How does it work?

In this video I am going to talk you through the 4-Step needs analysis and Maslow's hierarchy of needs.

Tips for success:

- Review and reassess your customers' needs every 1-3 years as things may change from time to time;
- Use customer feedback to keep track of how satisfied your customers are with your products and services.

Template/Checklist

- Needs analysis template.

Task:

Use the template provided to map out your customer needs. Then match up your products/services that fulfil each customer need.