

HOW SATISFIED ARE YOUR CUSTOMERS WITH YOUR PRODUCTS AND/OR SERVICES?

KEEP ON READING TO FIND OUT!

Many business leaders find themselves incessantly putting out everyday fires such that a persistent focus on what's most important can go by the wayside.

One such desired focus is highly satisfying customers.

If that's you, then try out this checklist to see how well you are doing in this area!

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- Have you experienced a recent product or service launch failure?
 - Have you noticed higher levels of customer churn than normal?
 - Are you experiencing an upward trend in customer complaints?
 - Is your revenue trending below forecasted levels?
 - Are your customer feedback mechanisms more haphazard than desired?
 - Are your customer-oriented KPIs trending downward?
 - Are you experiencing lower amounts of customer ideas or feature requests?
 - Are most of your customers not repeat customers?
 - Once you resolve a big issue with a customer, are you inconsistent with follow-ups?
 - Is your customer-focused management comfortable with the status quo?
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If you have more than three checks, it's possible your customer feedback strategy could use an upgrade. If that's the case, we'd love to share more information with you about Voice of the Customer, a proven approach to highly satisfying customers.

Click the "Let's Chat" button to get started!

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