Customer Satisfaction- Knowing What Customers Want and How They want by Mark Bennett

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'Customer is the King' a famous business mantra is followed by every corporate organization. Whether a company believes in making money or not, it follows this mantra. Why? It is quite simple. Just like how finance is the blood and the lifeline of the organization, the same is customer satisfaction for a business. For a business to survive and thrive, it needs to satisfy the customer. Irrespective of what kind of business you do, you need to know what customers want, how they want, and when they want. The first thing that comes to your mind as an entrepreneur is to know what a customer wants. Human beings have different tastes and likings. Some people can have the same tastes and needs while others have different. It is to identify this difference in taste and liking that lays the foundation of a successful business.

Now knowing what the customer wants, the next step is to know how he or she wants. This means in what ways and quantities he wants. If it is a product or service, does he or she want it firsthand or secondhand. Sometimes customers want products in large or small quantities. The same is in case of services. They may want continuous or temporary services. After knowing how a customer wants, the next possible step is to know when he or she wants. Each product or service is connected by a seasonal need or requirement. You may need certain things in one season and certain services at a particular time. If you are able to identify and realize these things, you are half way up in establishing a successful business.

Now to know what customers want, how they want and when they want, you need to communicate with them directly. This is one thing that most people despise about. Many times you may get customers who are stubborn and grumpy. They get irritated when you call them and try to gather information. It could be either because customers may be doing some important work while you are calling them. Sometimes customers may have suffered a bad experience from your previous business venture. One easy way to tackle this situation is to hear out the customer's grievances and needs. When you are doing this, make sure to stop whatever work you are doing and give your full attention to the customer. Never speak in between when the customer is talking. First allow the customer to finish what he is talking and then you can give your feedback and reason. This way the customer will know that you have heard his or her problems and are ready to solve it.

Many people may sometimes be surfing the web or checking their mail while talking to the customer. This may make you less interested in knowing what the customer wants. Most of us do it because we feel we already know what the customer wants. Yes that is true. We human beings have the natural tendency to think that we know everything. Another thing is to be frank and honest to the customer. If your previous product had failed, be open about it. Tell the customer why it failed and how you plan to improvise this time. Customer will like to do business with organizations that are reliable and not money schemers. Even if it is a grumpy or rude customers, they will still call you and inquire about the products and services offered by you. Your goodwill of the company will always stand apart compared to your competitors.

Needless to say, employees should be trained on how to talk and handle customers. Extensive guidance should be given to make them realize that customers are people just like them. If you are able to follow this simple advice, your business will have a prosperous life. The joy of seeing your business running smoothly will be like having the various channel packages like Dish TV Packages. You won't be able to control the delight and will think of sharing it with your family and friends.

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