

CUSTOMER INSIGHTS

WORKBOOK



If you want to grow, you need to know:

- ...what ideal customers really want and need
- ...what they like and dislike in current offerings
- ...what's important, hard, or missing
- ...you have evidence they'll buy what you build



GROWTH & IMPACT

We're here to make something better!

How could you create more value for your stakeholders?

Most leaders are deeply committed to their customers, but that doesn't mean we can read their mind or see things the same way our clients see them. Plus, while we're busy improving internal operations and leading our teams, things change in our customers' worlds and in the marketplace.

If you want to make a bigger impact, attract new clients, or build customer loyalty, you have to go to the source and find out what they really think.

The key to creating more value for customers is beginning with a truly objective understanding of unmet wants and needs.

This guide will show you how the Voice of the Customer is the starting point for creating more value.

Let's get to work.

Ben Reiner

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WHAT YOU NEED TO KNOW

1. Who, specifically, is the audience that matters the most?
2. Is there a problem that makes them restless and may represent a market gap?
3. What risks could emerge as attitudes and needs change?
4. Where will new opportunities and growth come from?
5. How will you get objective and actionable market intelligence?

AVOID RISK

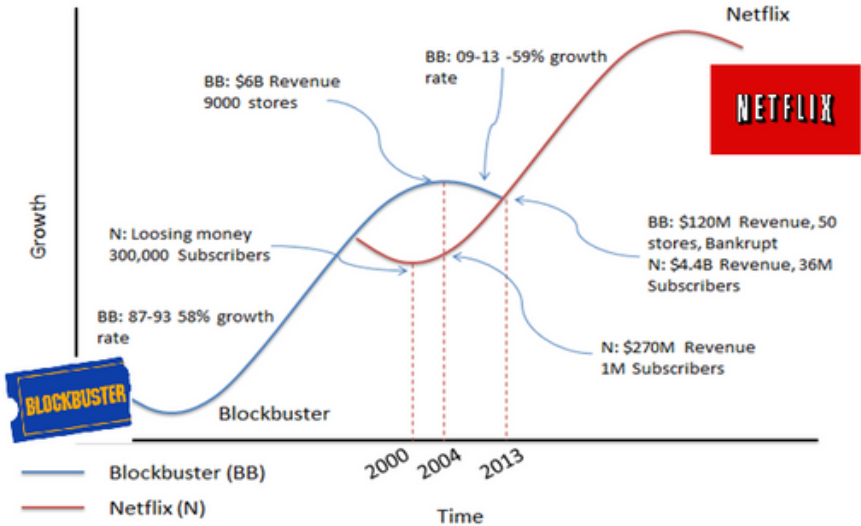
Signs that you could have a product problem:

- Flat or slow-growing revenue
- Lukewarm customer reviews; fewer referrals
- Sales conversion challenges
- Price is the primary sales factor
- Innovation is stagnant in your category*

Every solution faces the threat of becoming obsolete.

Today's success can create a false sense of security.

*Entrepreneurs could use technology advancements to address unmet consumer needs and frustrations, using completely different and disruptive business models.



CREATE CONFIDENCE

When you want to grow, customer insights can help:

1. Understand new or niche customer segments
2. Reveal concerns people will pay to solve
3. Prioritize the most important issues or features
4. Get evidence to validate a need, use-case, or solution
5. Improve value-adding processes in the customer journey
6. Determine pricing and upsell opportunities
7. Test new concepts with consumer feedback



HOW TO GET STARTED



Here are some questions to help you determine when customer insights could improve future services and strategies.

Customer Insights: what people need and value, how they feel, and what motivates their behavior.

1 What lines of business are most susceptible to disruption or are ripe for potential growth?

2 What audience do you need to pay more attention to and what's changing in their world?

3 Where might flawed thinking, bias, or lack of knowledge create a disconnect between your clients or prospects and internal stakeholders?

4 What is the most common complaint or frustration among clients and is this something that could cause them to seek an alternative solution?

Pro Tips: Ask about past experiences not hypotheticals. Ensure respondents actually reflect your target audience.


5 What differentiates you from all other options? (think beyond competitors in your category)

VOICE OF THE CUSTOMER

Customer insights come from objectively analyzing the voice of the customer. Choose research methods based on your audience and what you need to learn.




Interview

you don't know
what you
don't know 




Survey

you know what
to measure 



Focus Group

unpack complex
topics with a
diverse group 

Voice of the Customer Snapshot

A laser-focused project to identify what you might be missing and determine if and how a broader project should take shape.

We can help you get started

- Answers to your burning questions
- A confidential option for clients
- Unfiltered summary of the feedback
- Affordable way to 'test the waters'
- Simple, quick, low-stress process



Learn more...

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