



Get Customer Feedback to Supercharge Your Profits 2 Questions to Ask Yourself, 8 Questions to Ask Your Customers

The first questions are for you and your People to answer. Answer them yourself, and then ask your People to answer.

1. What is important to your customer?

2. What do customers value about you? (Why do they choose YOU?)

Compare your answer and the answer you get from your People to the answer you get from your customers to the following questions:

1. What does our company mean to you?

2. What do you like about our organization?

3. What one thing would you change to improve your customer experience?

4. Are we reasonable in what we ask you as a customer to do?

5. What is important to you when you choose to do business with us?

6. Do you think that you are important to us?

7. How important is the service we provide?

8. Would you refer your friends and acquaintances to us? Why / Why not?