

## **Customers are the most important assets at the balance sheet**

In business there seems to be an epidemic failure of customer analysis. Resulting in a lack of a disciplined systematic process for maintaining awareness of customer needs, interest, purchase decisions behaviors, perception of suppliers and the current state of relationships. If you have your CRM-tools in place, don't rely on them to get the "customer voice" really into your organization. Starting to understand customer opportunities and threats and focusing on the most appropriate opportunities, companies must try to get customer involvement inside in order to maintain your company promises to your target customers.

### **How to maintain customer awareness at your company?**

It is important to conduct a regular review or check-up with all of your customers. Traditional market research can't fulfill this anymore. Your company should be able to conduct these customer assessment itself, identifying your perceived image, the key critical success factors from the perspective of your customers purchase decision process and loyalty. Because loyalty is the most important indicator whether or not your company still meets customer needs. Nobody has to explain to you the maintenance of good connections with customers. So your company has to ask frequently the key three questions:

1. How are we doing?
2. Are we improving?
3. Are we neglecting anything?

Your company has to start active dialogues with customers to keep to your customers expectations. Find ways to involve them in your company business decision making process. Get the voice of the customer inside.

Surprisingly few companies pro-actively search for possibilities to improve their product/service offerings. By doing this you create additional customer values and especially loyalty. Loyalty means increased revenues and growth of your share of market. Asking customers to elaborate how to better meet their requirements & expectations means strengthening customer loyalty.

We live in a world of change: purchasing decisions change, competitors offerings change, competitors` strategies change, marketing conditions change, dynamics evolve and selecting customers change. Your company has to leave the traditional market borders, you have to think out of the box and you have the challenge to get the customer voice inside.

### **Customers choose on image and purchasing criteria**

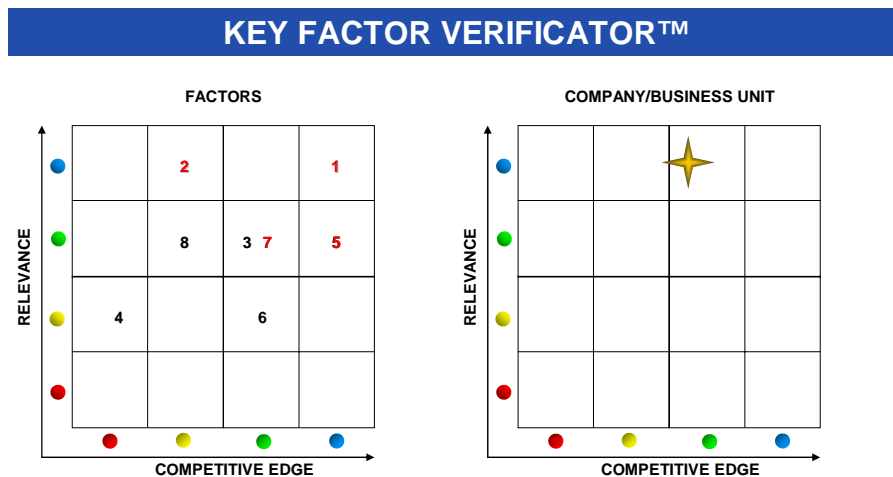
It is important to identify exactly and match the critical key success factors on which customers judge your company and what you think those factors are? In most cases they don't line up.

However, you have to keep in mind that there are hardly no barriers left to switching. No one else than customers pull the strings. Creating loyalty by getting the customer

voice inside means customers pull the strings of your company's products and services offerings.

### The customer voice inside

Getting the customer voice inside leads to less obstacles from selecting your company as a supplier. Don't take it for granted that your company understands how your customers choose a supplier. It will be difficult to achieve that your company is able to talk to all its customers. However, imagine your company is able to facilitate that these customers talk to you! It's possible! It's much easier than you think and you should do this in an objective way: "Has our company fulfilled your expectations?" The most important purchase decision factors of customers are similar to the areas of strengths of your company. You can match both by formulating the key four critical success factors. In 95 percent of our businesses only four of them are of relevance. In addition you should link those four factors to competitive edge.



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Having identified these four key critical success factors and getting the voice of the customer inside, consistently, frequently and objectively, your company gets in the customer insights. Customers will express their loyalty, how they see the relationship, your strengths & weaknesses and above all their frustrations.

Very few companies have an ongoing process in place to identify the opportunities to serve customers in a continuous and consistent way. Companies who are able to realize this get the actionable intelligence to act. Management must give the answers to some key questions:

1. Is our company targeting the appropriate customers or customer segments?
2. Does the company have the right mix of strengths for its target customers or does it need to develop new competencies?

3. Does your company have the right mix of strengths compared to competitors?
4. Does your company offer customers the right mix of products and services?
5. What does your company has to do differently to ensure the relationships with its customers in 1-2 years time?

By doing this you keep the awareness at your company and this enables you in addition to build long lasting customer relations with the ultimate aim to get the voice of the customer inside.

### **Vision is what I see and you don't see yet**

In order to realize vision most companies leave the traditional borders trying to start thinking out of the box and trying to get the voice of the customer inside. Again, vision is what your company doesn't see yet but we from ClientIndicator certainly do concerning future customer needs. So, why we want you to go beyond your traditional marketing thinking?

ClientIndicator is the new in Sweden developed solution to establish your company's 1-to-1 dialogue with all your customers. With ClientIndicator your customers keep telling you if you still meet their image and key critical selecting criteria of your products and services. ClientIndicator, and nobody else, will measure and monitor customer satisfaction with a response rate of 70-80 percent. ClientIndicator combines the measuring, the analyses and the reporting all together. And all of it is real time. ClientIndicator is a low cost solution and can be operational within just two weeks.

Will your company amongst the first ones to become a "customer certified company"? Will your company be one of the first ones leaving the traditional barriers of the industry sector? Will your company be one of the premier firms who is meeting new customer needs? In other words, is your company the one "who makes things happen", "who watch things to happen" or "who wondered what happened" ? We challenge you to share our new vision and how your company might benefit from.

ClientIndicator is the new and revolutionary solution in monitoring customer image and customer satisfaction year round, real time and with an average customer response rate of 70-80 percent. It's analyzed and actionable and starts with the mother of all questions to customers "Have we fulfilled your expectations?"

ClientIndicator is the new customer intelligence tool within the intelligence products & services of Rodenberg Tillman & Associates.

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