



Why is Customer Satisfaction so important today?

Quite often the difference between those that simply survive in business and those that thrive is keeping abreast of, and adjusting to, the ever changing attitudes and expectations of the market place.

One such change has been the significant change in attitudes of customers over the last 10 years.

There was a time when customers were less critical and vocal if not totally satisfied when dealing with a business. This is not the case today.

Today, customers are becoming increasingly more demanding, less tolerant and very critical when not having their expectations met.

There was a time when the choices available on where and who to deal with was limited. The power belonged to the business owner, customers had nowhere else to go and therefore customer satisfaction was not so important.

Today, customers have lots of choice on where and who to deal with. As a result the power has now shifted to the customer. If they feel you can not satisfy their expectations they will simply vote with their feet and deal with someone who will.

The question you need to ask yourself is.....

Has my business recognised this change in attitudes and what is my business doing to cater for it?

Important Questions to ask yourself about..... Your Business

What is the most valuable asset in your business and is a key ingredient to ensuring your business success?

Answer: Your Customers

How much importance and focus are you currently giving in nurturing such a valuable asset? How much attention are you giving to other aspects of your business operations, and how much attention are you devoting to this key ingredient? Have your customers slipped down the priority ladder of importance?

Enhance Plus assists businesses to raise the priority of, and dramatically strengthen, their most valuable asset base **'their Customers'**.

What is the most powerful form of Advertising?

Answer: Word of Mouth

How much time and money is currently being spent on trying to capture new clients compared to the investment in the customers your business already has, and create a `Fan Club` of customers who actively promote and advertise your business for you, through word of mouth?

Enhance Plus will dramatically increase your customer loyalty towards your business and create **positive word-of-mouth advertising** for your business.

What is the most valuable resource you have available to you in measuring your Customer Satisfaction Standards, Product Performance and monitoring continuing changes in Market Expectations?

Answer: Your Customers

What strategies and systems do you have in place in seeking, capturing and recording qualified feedback from such a valuable resource to enable your business to measure your performance in these areas?

Enhance Plus detailed reporting allows you **monitor** and **measure** your Product Performance and all aspects of your **Customer Satisfaction levels** through each department of your business.

Important Questions to ask yourself about....Your Customers

Who is the most important person in your Business?

Answer: Your Customer

Who is the most important person to your Customer?

Answer: Themselves

Customers have needs beyond the need of a company's product. People need to feel that they are important and what they do, think and say truly matters.

How much are you doing to empower your customers?
Are you matching their personal needs when dealing with you and not just their product needs?

Enhance Plus makes your Customers feel **special, valued and needed**.

Who believes they are the best judge of your business and your Product & Customer Service Performance?

Answer: Your Customers

If you don't listen to your customer's thoughts to learn their needs and desires, you fail to give them what they need as a product because you simply don't know what that need is.

Further to this, you reject them as a person. The greatest source of information you have to move your business forward is from your customers.

Enhance Plus services enable you to **listen** to your customers and **meet their expectations**.