



# The Customer's World



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## Why are we here?

- Seeing things from the customer's perspective **helps** the transaction and the relationship
- By understanding our customer's point of view ( their world ) we can get **closer** to them
- By getting closer to them, we have more opportunities to deliver a **great** customer experience.

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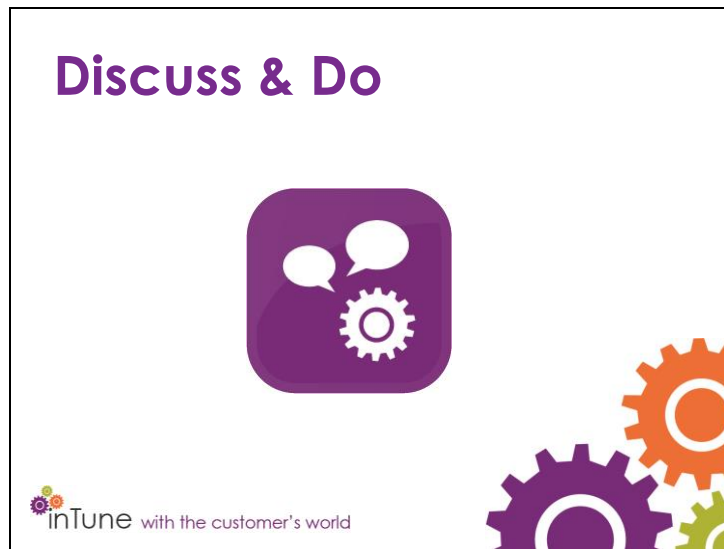
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**What are the benefits of  
a great customer  
experience?**



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## What are the benefits of a great customer experience?

- People say nice things
- Strengthens our reputation
- Strengthens our brand
- Gets more business from new and existing customers
- We feel good helping people
- Fewer angry or unhappy customers to deal with

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**Who are our customers?**



The logo for 'inTune with the customer's world' is located in the bottom left corner of the slide. It features the word 'inTune' in a lowercase, sans-serif font, with a small cluster of colorful dots (purple, orange, green) to its left. Below 'inTune' is the tagline 'with the customer's world' in a smaller, lowercase font. To the right of the logo are three interlocking gears: a large purple gear in the foreground, a medium orange gear behind it, and a small green gear partially visible to the right.

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## What do we know about our customers?

- What problems do they face?
- List on a flipchart what is important to each customer type

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## How can we help our customers?

- What can we do to help our customers?
- In same pairs, write three things which we can do to help them

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## Action

- What action will you take from this session?
- How do you think this will help you, your customers and your organisation?

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