Customers are for life, not just for Christmas

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[/vc_column_text][/vc_column][/vc_row][vc_row][vc_column width="2/3"][vc_column_text]Normally we think about dogs in this context but have you ever thought of your customers like that?

Looking back on your business in 2018, do you REALLY know your customers?

Do you really know WHY they purchase from you?

Do you really know WHY they defect to your competitors?

The question is, have you ever ASKED them?

If not, maybe now's the time to start finding out. Christmas gives all businesses a great excuse to do something a bit special to make customers happy. Each and every one of your customers is a human being with individual needs, wants and desires. They each have a lifetime of purchasing experience.

But how do they react to your products, services, prices, advertising and promotion?

How do they perceive their customer experience with your brand?

If you don't have a customer feedback mechanism in place to find this out, all you can do is try to outsmart the competition with yet more discounts.

Now is the time to reflect on what you can do better next year. Wouldn't it be great if, by the time Christmas 2019 comes around, you had all the information you need to ensure your customers enjoy a [better customer experience](#) with your business? This would ensure they became advocates of your brand and loyal, lifelong customers. And that can only be good news for your bottom line.

Using our sophisticated Voice of Customer platform, we can tell you what you need to do to improve your customer experience. We help you ask the right questions and get the information you need to take action. We call it ["insight on a plate"](#).

To find out more why not [get in touch today?](#)

By Nicola Douglas, Marketing Manager[/vc_column_text][/vc_column][vc_column width="1/3"][vc_widget_sidebar sidebar_id="right-sidebar"][/vc_column][/vc_row]