

CUSTOMER SERVICE

Convenience

They want it fast and easy to get- address a Pain or Pleasure

Good Value

They want a fair exchange for what they give

Quality

It must meet (or preferably exceed) their expectations

Personal Attention

They want to feel unique and cared for- even pampered!

✓Rank importance to YOUR customers, scale of 1 - 10

✓Discuss how your business fulfills on each area

✓Discuss how your business falls short on each one

✓Discuss what you can do to improve on these areas.

CONVENIENCE_____

GOOD VALUE_____

QUALITY_____

PERSONAL ATTENTION_____
