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Top tips - customer care

- Make it a habit in your organisation to treat your customers as if they really matter. Treat each customer as if they are the only one - and then they never will be. Do not pre-judge customers, treat them all as equal
- Also apply this approach towards your internal customers to ensure an effective and healthy customer-supply chain.
- Questionnaires are just one way to measure our customers' levels of satisfaction. Consider all the contact points we have with our customers (marketing, sales, accounts, design, delivery, service, and so on). Ask for each of these "how can we use that contact to understand better what our customers think of us and what they need from us?" It's also worth asking "what can we do differently at those points of contact to improve that customer's satisfaction?"