

# Customer Needs Understanding

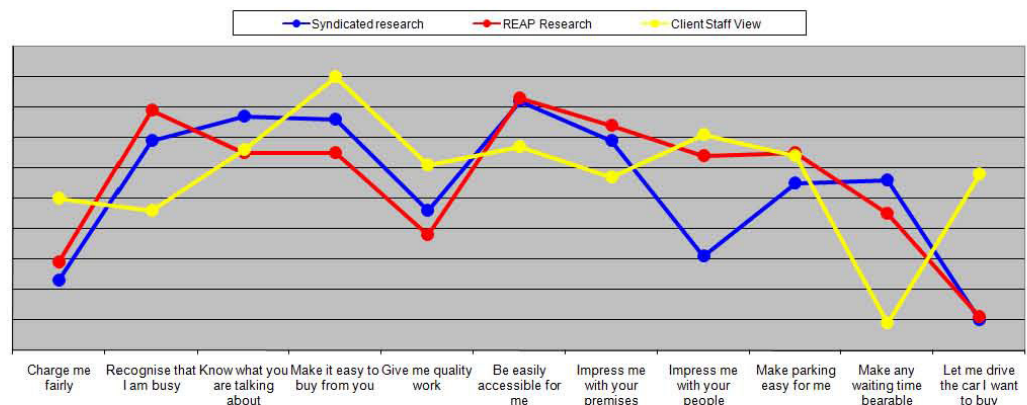
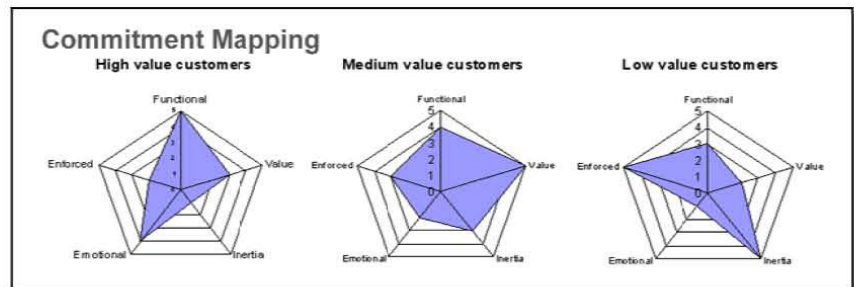
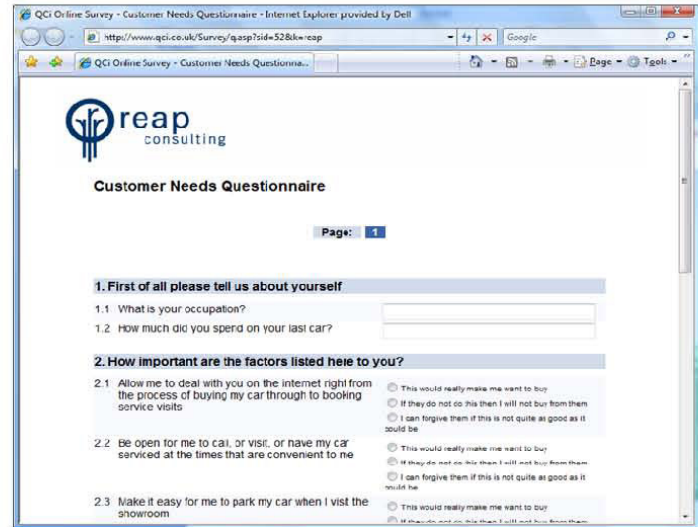
## Finding out what drives customer commitment

Most organisations have carried out customer satisfaction research and believe that this gives them a clear understanding of customer needs. But this usually only provides information against a narrow and arbitrary set of dimensions. Combined with a high degree of 'We know our own customer' wisdom the real understanding of customer 'wants' and 'needs' is often very low.

In some cases a large-scale qualitative and quantitative research exercise is justified to gain the level of understanding required. But sometimes a huge step forward can be taken with relatively quick and simple research and analysis techniques. The Customer Framework™ provides two levels of support.

Firstly, a clear methodology for using existing research information to map, validate and illustrate customer needs. This approach probes and challenges commonly held internal beliefs about customer needs as well as providing a structure for understanding customer research.

Secondly, The Customer Framework™ includes its own on-line survey tool specifically designed to enable 'lean research' across prospects, customers, channels and staff.



The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.

