



## **CUSTOMER SATISFACTION IN A NUTSHELL**

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### **CUSTOMER TRUST – THE ULTIMATE KPI?**

The concept of customer trust is greatly undervalued by many businesses. But, relationships with customers built on trust can be very strong, long lasting and profitable.

If your customers trust you, they are more likely to stay loyal, buy more and recommend you to others. Additionally, they are more prone to be patient and forgiving, easier to support, and more willing to work in partnership to your mutual benefit.

Building customer trust is increasingly used by innovative businesses to win competitive advantage.

Answer the following six questions to discover whether your customers trust you.

Do our customers think that ....

1. We keep our promises?
2. We behave professionally and with integrity?
3. Our staff cooperate well together?
4. We understand their needs and the way they work?
5. We respond promptly and effectively at all times?
6. We are skilled and knowledgeable?

**If you cannot answer these questions objectively and reliably, then perhaps you should give us a call?**

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