

# YOUR CUSTOMER PULSE

## — CHECKLIST —

*Helping businesses re-connect with their  
customers to build value and connection.*



# Getting ready to be customer focused

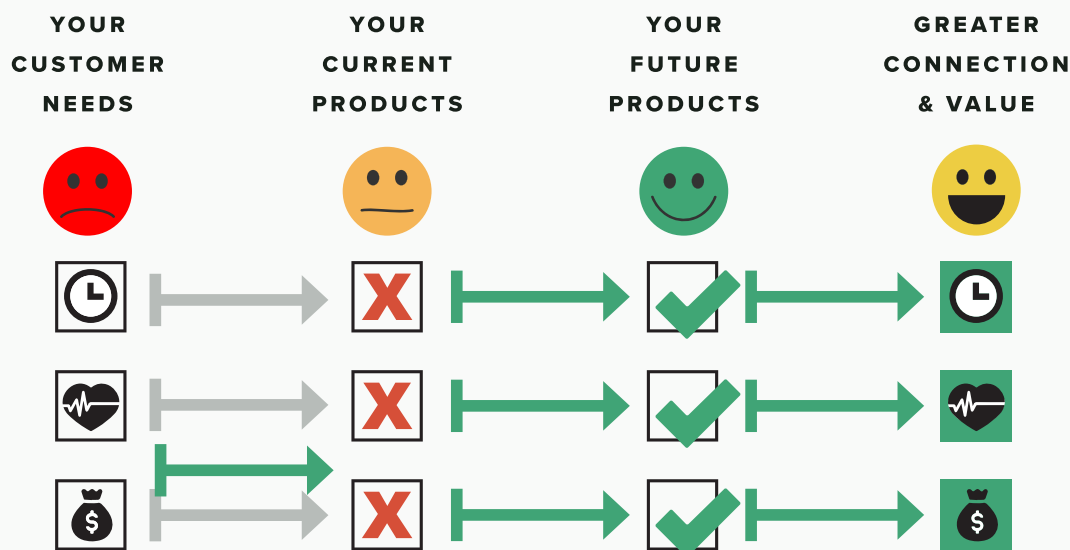
Firstly, consider your customers as any person within your business where there is an exchange of value. And that value can be time, money or engagement.

The Digital Age brought about the ability for us to provide free value to customers in the form of content marketing. As a result, let's do a reset and consider anyone within your community as being a customer and not just the people that pay for a product or service.

The second reset is that those customers will be feeling a particular way about you now, and that will be different from how they felt about you last week. Their perception of your value will be directly related to how well positioned you are to meet their most fundamental needs. Given COVID 19, those needs may fall into requirements that are psychological or safety in nature. (refer to Maslows Hierarchy of Needs)

It is your job now as a business owner, leader or entrepreneur to gain an understanding of those needs and how the value within your business is best placed to meet those needs. This exercise takes empathy and a willingness to pivot your current value (products and services). Our goal is to consider your customers needs now, your existing products & and the future products, services, tools and assets you need to create to be of service to your customers changing needs.

The following customer pulse checklist can be printed off and reviewed with your team to start you towards customer-centricity driving greater connection and value.



# Customer pulse checklist

Read through each of the statements below and tick  only those that you agree with. The total at the end will give you a score out of 20.

- 1. I UNDERSTAND MY CUSTOMER GROUPS OR SEGMENTS THAT EXIST IN MY BUSINESS.
- 2. I KNOW WHICH CUSTOMER SEGMENTS ARE DRIVING GROWTH.
- 3. I KNOW THE NAME OF THE INDIVIDUAL CUSTOMER I WOULD LIKE TO ATTRACT WITHIN THAT GROWTH SEGMENT (THIS IS YOUR AVATAR OR PERSONA).
- 4. I KNOW THE PRODUCTS THAT THE CUSTOMER IS BUYING AND MORE IMPORTANTLY, THE PRODUCTS THEY VALUE.
- 5. I AM CONFIDENT I KNOW MY CUSTOMER NEEDS AS WELL AS I KNOW MY BEST FRIEND. PERHAPS EVEN BETTER.
- 6. I AM CERTAIN THAT THE WAY I PACKAGE MY BUSINESS VALUE IS IN A WAY THAT IS RELEVANT TO MY MARKET.
- 7. I AM CERTAIN THAT I AM MEETING THE HIGHEST NEED THAT MY CUSTOMER SEGMENT HAS.
- 8. I FEEL CONFIDENT THAT THE MESSAGING I HAVE IN THE MARKET IS CLEARLY CONNECTING OUR VALUE AS A BUSINESS TO THE NEED OF THAT CUSTOMER.
- 9. I KNOW WHERE MY CUSTOMER GOES TO SEEK INFORMATION WITHIN THE SPACE I OPERATE AND FEEL CERTAIN THAT THE MESSAGE IS CONNECTING IN THE RIGHT PLACE.
- 10. I KNOW MY CUSTOMER LIFETIME VALUE. THIS IS THE VALUE TO THE BUSINESS OVER THE LIFETIME OF THE CUSTOMER. SO IF A CUSTOMER BUYS YOUR PRODUCT ONCE AND NEVER COMES BACK AND THEN THE COST OF THE PRODUCT IS \$80, THE CLV IS \$80.

# *Customer pulse checklist*

- 11. I AM FLEXIBLE AS A BUSINESS SO THAT I CAN PACKAGE, REPACKAGE AND REFORM OUR VALUE INTO NEW PRODUCTS AND SERVICES THAT MEET MY CUSTOMER CHANGING NEEDS.
- 12. I KNOW WHAT THEY THINK OF MY BUSINESS AND THE PRODUCTS WE PROVIDE AS I SEEK FEEDBACK REGULARLY.
- 13. I SHOW I VALUE THAT FEEDBACK BY MAKING CHANGES THAT ALIGN MORE TO WHAT MY CUSTOMERS WANT AND NEED FROM ME.
- 14. I AM IN AN ONGOING CONVERSATION WITH MY CUSTOMER COMMUNITY THROUGH MULTIPLE CHANNELS TO CONTINUE THE ONGOING LEARNING ABOUT WHO THEY ARE, HOW THEY FEEL, AND WHAT CHANGES MIGHT BE HAPPENING TO IMPACT THEIR PURCHASING BEHAVIOUR.
- 15. I HAVE A PLAN TO DEVELOP NEW PRODUCTS TO CREATE EVEN MORE VALUE FOR MY CUSTOMERS.
- 16. I FEEL CONFIDENT THEY VALUE MY BUSINESS, AND I APPRECIATE THEIR CUSTOM.
- 17. I HAVE CLEARLY ARTICULATED MY CUSTOMER METRICS THAT I MEASURE WITH CONSISTENCY AND ACTION WITH FREQUENCY.
- 18. I UNDERSTAND WHAT THOSE METRICS MEAN TO THE BOTTOM LINE AND FEEL ENGAGED AND EMPOWERED BY WHAT I AM LEARNING ABOUT MY CUSTOMERS.
- 19. I FEEL CONFIDENT THAT THE CUSTOMER JOURNEY FROM 'I HAVE A PROBLEM' TO 'I HAVE FOUND THE SOLUTION TO MY PROBLEM' IS FRICTION FREE AND SIMPLE WITH VALUE SHARED AT EACH STEP.
- 20. I FEEL CONFIDENT THAT MY MARKET WILL EVOLVE & GROW AS I HAVE MY FINGER ON THE PULSE.

# Customer pulse checklist

## ABOVE 15

**You are well on your way to customer-centricity.** Your customers are feeling valued and connected to your business and your brand. Consider ways to build in the other five elements to improve your score.

## FROM 10 - 15

**You are building customer-centricity so don't stop now.** Every step you take in the direction of your customers will create value, connection and grow your business. Consider ways to improve your score.

## FROM 1 - 10

**You have a lot to work with and a lot to build on.** The higher your score, the more connected you are to your customer. So its time to start building. Consider ways to improve your score.

## ZERO

**You are at the starting point so its time to get to work.** This means it is green fields and there is opportunity to re-build your business around a customer and a specific problem you solve. If you are in business, it is time to pause. To gain certainty and focus around your customer will make your sales and marketing function hum. Consider ways to improve your score.

# JOIN THE UNLOCK + AMPLIFY PROGRAM

FOR LEADERS WHO ARE SEEKING TO UNDERSTAND, UNLOCK + AMPLIFY THE VALUE WITHIN THEIR BUSINESS TO CONNECT WITH A MARKET IN A MORE MEANINGFUL WAY.

VISIT [WWW.YOURDIGITAL.COACH](http://WWW.YOURDIGITAL.COACH) TO APPLY