

# Customer Focus

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YOUR RESULTS:

**Customer Focus**

**Your Score: 88**

Without customers, the organisation you work in wouldn't exist. In order for your organisation to be successful and you within it, customer service and satisfaction has to be a priority. This applies whether your customer is external or internal.

**If you scored between 25 and 45, you don't see how customers are relevant to your role.**

You probably don't see how being customer focused is relevant to your role. Maybe you see yourself as just needing to deliver what is asked of you and no more, with work simply being a means to an end. Taking such an isolated approach to work means you are choosing not to see the bigger picture and probably don't have an understanding of the contribution you make to the organisation.

Research shows that people who understand the impact of their contribution are more engaged with their work and organisation and therefore enjoy it more.

If you are involved with customers, it is likely you will already have received feedback about your attitude. You need to improve your uncomfortable relationship with customers, internal or external, in order to make your job fulfilling and improve your chances of recognition or promotion.

Becoming more customer focused means making the effort to see things from the customer's point of view. A good first step would be to intentionally make your interactions with them positive. Levels of customer satisfaction are down to HOW the person is treated. Treat your customers as you'd like to be treated.

**If you scored between 46 and 65, it seems you don't like customers very much.**

You may or may not enjoy your job but having to deal with the demands of others is not something you seem to enjoy. Perhaps you lack the necessary interpersonal skills or mind-set needed to work with others. It could be you find it difficult to see past your own emotions and situation, and imagine what the customer might want. You are likely to be quite blunt in your communication style, which others might object to and it may damage relationships.

You probably need to have a think about whether a customer-facing role is really for you. If you are working directly with paying customers you need to consider the damage you could be doing by not having the right mind-set. Only 4% of dissatisfied customers ever complain, but 68% of custom is lost through poor customer service.

Think about HOW you treat your customers. Caring about your customers' experience, offering a personal touch and going the extra mile to help them will make all the difference. Interestingly this positive approach will not only improve your customers' experience, but you will feel better about yourself, your job and your organisation. Good customer service benefits everyone.

This applies to internal colleagues too, who are also your customer.

**If you scored between 66 and 85, you have a reasonable customer-focused approach.**

Maybe you find it easy to look after the customer when they are being easy to work with, however when they become challenging or demanding you are not so comfortable with it.

Building a strong rapport with your customers is essential to really understand what they want and need. Ask lots of questions and listen more than you talk to really try to see things from their point of view. Empathising with them will make it much easier to manage things when they do become challenging.

Your job is to meet your customers' demands wherever possible, so see their more challenging requests as just that - a challenge, not a problem. Make your customer feel important, ask what you can do to help and always go the extra mile.

Remember your internal customer deserves the same 'extra mile' attention too. So when something is requested of you check you have fully understood the requirements, and when delivering something always ask yourself "could I do more? Can I make this any better before my customer sees it?"

**If you scored between 86 and 105, you are likely to be good in front of a customer.**

You probably form strong relationships with your customers and build great rapport. You listen well, ask questions and pay careful attention to ensure you have really understood what it is they want from you or the organisation. You take personal responsibility for getting things right for them, and remove or challenge barriers which get in the way.

To develop your customer skills further, work on empathising even more and think about your role in the bigger picture: what are you doing that adds value in the long as well as short term? What else could you do or do better? Can you pre-empt your customers' requests? Are you offering new perspectives and solutions that benefit your customer and your company?

Remember that all these tips apply to internal customers too. Managers and colleagues will always value someone more highly that is empathetic about their needs and offers new, well-thought out ideas beyond the original remit.

**If you scored between 105 and 125, you have an excellent customer attitude.**

You know that it is important to see what you do in the context of the whole of what is offered and work seamlessly within a team to deliver excellence. You are likely to be flexible and adaptable and go out of your way to ensure your customer is delighted.

Next steps for you could be about bringing others along with you: is there a mentoring program you can offer to help with? Could more junior staff shadow your interactions with clients? Could you help staff make internal deliverables more useful and impressive? Perhaps you can find ways to change the culture of your organisation so that everyone sees the benefits of your approach.

ABOUT THIS ASSESSMENT:

Most of us have customers. We might not directly work with those who buy our products or services but whether internal or external, we all have others we need to deliver to.

Being customer focused is not always easy, but focussing on what is delivered to customers is an essential part of most jobs. For this quiz, view your

customer as the person who asks you for your service or product. It could be the paying public, someone who comes directly to you or an internal customer such as your manager or a person in another team in the organisation.