



## **Listening to Your Customers during Challenging Times**

Why should you listen to your customers during challenging times?

We've put together a list of questions that a customer survey can help you answer during challenging times. To justify doing so, we've also included a critical reason for each question. Since you are likely overloaded with information about the economic realities of our times, we've kept this piece **intentionally brief**.

**Question 1.** How many customers are happy with what we do for them?

**Why ask it:** Happy customers = returning customers.

**Question 2.** How many customers are going to purchase from us again?

**Why ask it:** Returning customers = lower cost of sales

**Question 3.** How many customers would actually recommend us to others?

**Why ask it:** Referring customers = more new business

**Question 4.** How much more or less are customers going to spend over the next year?

**Why ask it:** More customers who anticipate spending less = more marketing NOW!!

**Question 5.** What can we do to optimize our customers' experience?

**Why ask it:** Better experience for customers = happier customers (see number 1).

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