

Bridgeway to Success™

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**ASK VALUE-RICH
QUESTIONS, THEN
TAKE ACTION.**

What to Ask Your Customers

You know it's a good business practice to get customer feedback about your products, services and people. You also know it's valuable to get customer insights regarding what you should be doing. Yet there are countless questions you could ask. Which ones produce the richest returns?

Fred Reichheld tried to simplify matters in his recent book, "The Ultimate Question." He made the case that the only question you need to ask your customers is, "Would you recommend us to a friend?" This is certainly a good question but, in my opinion, doesn't provide nearly enough information. Somewhere between this so-called ultimate question and the ocean of questions you could ask lies a middle ground.

Consider asking your customers these value-rich questions:

- 1) *If you had to re-do this purchase, would we be your first choice?*
- 2) *Why?*
- 3) *How likely is it you will recommend us to others?*
(100%, very, somewhat, not very, 0%)
- 4) *If there was one thing we could do better or different, what would that be?*
- 5) *What one thing do you like best about us?*

The answers to these five questions determine satisfaction and loyalty, identify improvement priorities and provide content for marketing.

Final point: Good answers plus no action equals a waste of time, money and effort. Commit to taking action. Or don't ask.

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