

Customers' Shoes



1. What do they believe?

2. How do they act?

3. Why do they act this way?

4. What do they really want?

5. What do they hate?

6. What are they scared of?

Instructions

PURPOSE:

Anticipate and meet your customers' needs better.

DELIVER:

Virtual, hybrid or face-to-face.

TIME NEEDED:

20 minutes.

STEP-BY-STEP:

1. Explain how we can anticipate and meet our customers' needs better if we step into their shoes. This is true for both internal and external customers.
2. Agree on a particular type of customer. This might be an individual or a group. Examples include:
 - An internal team who are also a customer
 - The customer who never seems happy
 - The customer who already sings our praises
3. For this customer, discuss the six questions around the Stakeholder Shoes. Write answers and agree actions for managing this type of customer.
4. Repeat for as many types of customer as you wish.