

## MEETING UNSPOKEN CUSTOMER NEEDS

### ***OVERVIEW***

One of the most effective ways a service provider can delight customers and create long-term customer loyalty is to be able to uncover and meet unspoken but very real customer needs—needs that customers never knew they had or never considered raising.

This module provides both the conceptual background and the skills required to meet unspoken needs creatively and cost-effectively. Participants learn five categories of cues that indicate unspoken needs, practical methods for identifying and interpreting potentially useful data, and ways to ask respectful questions to uncover or confirm an unspoken need. Brief video clips from several industry settings give participants an opportunity to practice what they have learned. In addition, they develop a plan for how they can meet unspoken customer needs back on the job.

### ***LEARNING OBJECTIVES***

Participants will be able to:

- Describe four criteria for effectively meeting unspoken customer needs.
- Give an example from their own work of meeting unspoken customer needs.
- Explain the benefits of meeting unspoken needs—to the customer, the organization, and themselves.
- Identify opportunities in their job to meet unspoken customer needs.
- Recognize the five kinds of cues that point to unspoken customer needs.
- Find and interpret relevant data to identify or confirm unspoken customer needs.
- Ask respectful questions to identify or confirm unspoken customer needs.
- Meet unspoken needs in ways that yields the greatest benefit at the least cost to both the organization and the customer.
- Plan how they will apply a process that builds loyalty by meeting unspoken customer needs.

### ***CONTENT SAMPLE***

#### ***TROI MODEL***

- Thrifty
- Rapid
- On-Target
- Impressive

#### ***AUDIENCE***

All employees, from the front line to the executive level.

#### ***TYPICAL TIME INVESTMENT***

4 Hours