

Customer Understanding Health Check

Use this form to capture some top level information about your customer intelligence and conduct a quick health check of the level of customer understanding in your business.

Once you have filled it in, think about your answers and consider if you would benefit from some assistance with your customer understanding strategy and program.

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Business Name: _____
Contact Name: _____
Address: _____
Contact Number: _____

Background

1. What year was the business established? _____
2. Describe the business and the industry you operate in?

3. What Products/Services does your business offer customers?

4. What is the size of the business compared to others in the industry;
Major – Medium – Boutique

Collection of Customer Feedback

5. What systems do you have in place for collecting customer feedback?

6. When was the last time you collected customer feedback?

7. How is this data used in the business?

Customers

8. Who are your customers?

9. What are their key sources of satisfaction? (why do they buy from you)

10. What are their key sources of customer dissatisfaction?

11. Why don't they buy from you?

12. Objectives - What questions do you have about your business?

13. Objectives - What questions do you have about customers and prospects?

Competitors

14. Who are your key competitors and where are they located?

15. What do you do better than your competitors?

16. What do your competitors do better than you?

Challenges

17. What challenges are you presently facing in the business?

More Information?

MJH Group are the outsourced marketing specialists!

For more information on Marketing Strategy, Outsourcing your Marketing Management or our Customer Understanding programs, please contact MJH Group on 03 9428 1315 or email us at enquiries@mjhgroup.com.au

We'll be happy to help!

About MJH Group

MJH Group is about answers, road maps, clarity and direction.

It's time you had answers!

Our marketing programs and services answer your marketing questions and needs.

MJH Group Marketing supports companies of all sizes who want to be more innovative and effective in their marketing. We provide marketing advice and expertise to develop strategic and tactical marketing programs.

Our customer understanding programs answer the questions that you have about your customers.

MJH Group Customer Understanding assists companies who want to improve customer relationships and find opportunities for business growth in their customer and prospect base.

Get experienced marketing resources working on your business for one or more days per month.

For more information on MJH Group or our services, or to suggest a topic you would like covered in a future report, please contact us on 03 9428 1315 or enquiries@mjhgroup.com.au or visit our web site www.mjhgroup.com.au

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