

Elevate – Managing Customer Expectations and Logistics

What are customer expectation?

Customer expectations are the feeling and needs that customers have towards your product or service. These expectations are formed by reading or hearing information about your company/ product, observing other peoples sentiment towards your company or product, previous experiences with similar companies/products or direct interaction with your team.

Why is it important to manage customer expectations?

To successfully launch a self-sustaining business, you need a critical mass. And to reach a critical mass, you need things like positive cash flow, brand engagement, and customer retention. In other words, you need to attract customers by promising value, but you also need to keep customers by delivering on that promise.

Managing customer expectations allows you to strike a healthy balance between the two.

1. Understand what you customers expect from you

You can't meet customer expectations if you don't know what it is they want from you. Every brand should be aiming to provide great customer service, a smoother purchase journey and a great brand experience. But, you need to get more precise than that.

“People don't want a drill, they want a hole in the wall.”

This saying is heading on the right direction but in order to be successful you actually need to be more specific. What's the hole for shelves, storage space, to hang a picture of a loved one maybe build a whole new house! Customers in all these scenarios will have various levels of experience, a different purpose for the product and thus different expectations towards it.

Do some research use the survey tools available to ask short and simple open ended questions that are linked to your objectives.

2. Create a successful “Talk Trigger”

So what is a talk trigger? It's the creation of a story that is worth telling. This way your customers will talk to their friends about your business driving customer acquisition.

- It must be remarkable not average. Think of unboxings.
- It must be repeatable. Customers love consistency. Remember this is part of a strategy not a lottery ticket.
- It must be reasonable. No one will tell your story if they don't trust your story.
- It must be relevant. Your customer experience should be linked to your mission for your business.

Here is a successful talk trigger I have experienced;

Bob the electrician comes to replace my lights past experiences tell me tradespeople are going to make a mess and I am going to be the one to have to clean it up. Bob arrives lays down some drop sheets. After drilling banging and checking the finished job he lets me know he's done. However, before leaving he neatly folds his drop sheet to keep all the dust inside it, vacuums the area to pick up any debris he missed with the drop sheet. Bob's action of cleaning up well is remarkable, he has control over this action every time he goes to a client's house, it's a reasonable action and super relevant to his industry. Through this action Bob has improved his customer retention he will definitely get my business again plus I will tell all my friends about my remarkable experience creating better customer acquisition.

3. Honesty is the best policy

Most expectations are inflated thanks to over the top claims and grandiose brags. Ensure what you say you're offering really is what the user is going to get.

Are you the best service in town? Who says so and what is the proof? Can you guarantee delivery in 24 hours or did you just include that after reading it can help increase conversions? There's a real temptation to fudge the truth because such imposing terms make a bigger impact but they do you no favours when it comes to customer service.

Be honest and transparent, The number of people who complain when you don't provide what you promised will drastically reduce but most importantly you will have a must happy customer base that feels loyal and trusts you.

4. Close the Gap

Set the level of your service bar so you can not only meet it but exceed it. This action goes a long way to closing the gap between customer expectations and reality. This will also lift your customer experience from ordinary to extraordinary creating that much sought after talking trigger.