



Customer Needs Assessment



Customer needs vary by industry, trends, region and all the way down to a specific client. Every customer has the minimal basic needs of a great price, great service and a great product – the customer already assumes you already working hard to meet these needs – they are expected. This assessment will help you understand more precisely what the customer wants and needs.

Quick Quad Check

Please. Not another survey!

Ok. Simply talk to your customers. Ask questions.
The answers to these four questions. Visualize them!

A foundation for retention and growth	
On a scale from 1-10, how likely are you to recommend INSERT YOUR COMPANY NAME HERE to a colleague?	If you didn't answer 10, what could we do to achieve a 10?
What are your company's biggest opportunities this year?	What are your company's biggest challenges this year??
A customer-driven roadmap for innovation and messaging	

Quick Quad Check

Transform your customer inputs into organized objective themes. In order to keep this process fact-based and unbiased

37 NPS	Top 3-6 things we can do <u>right now</u> to increase NPS 1. Faster turnaround times on RFQs 2. Better and regular communication on order status 3. Quote shipping costs into the price 4. A better understanding about the NPI process
Costumers Biggest Opportunities (Top 3) 1. Shift from automotive to aerospace 2. Transformation to EV 3. Finding lighter weight mat to keep up with competitors	Costumers Biggest Challenges (Top 3) 1. Realiable vendors with proper inventory levels 2. Slow sales cycles 3. Customers demanding faster turnaround times