



MUNCIE
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BUSINESS TOOLKIT

CUSTOMER PERCEPTION

HOW CUSTOMER FOCUSED IS YOUR BUSINESS?

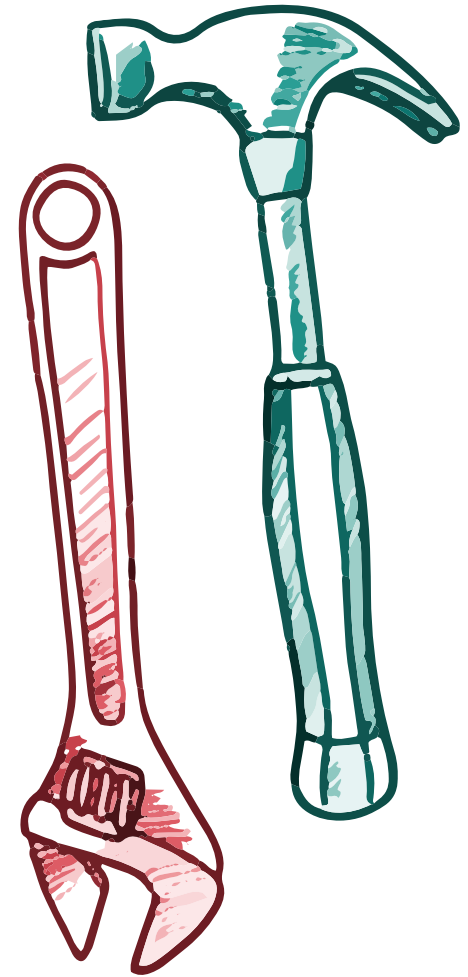
Creating and maintaining a clear customer-focus is an ongoing process, not a one-time achievement.

Being “customer-focused” means prioritizing your customers’ needs and desires above all else. It’s a company philosophy that shifts the lens from internal factors like profit maximization to understanding and exceeding customer expectations.

90% of all business owners report their business is customer focused. However, in a recent study by Gallup, **57%** of the customers in America are shown to have confidence in big businesses and the value they provide; whereas, **70%** of the same customer base has more trust in small business. There is a clear communication breakdown between the business owner who thinks they are customer focused versus the customer experiencing the business. *(Gallup, 2021)*

Key aspects and benefits to a customer-focused approach:

- **Increased customer loyalty and retention:** satisfied customers become repeat customers and brand advocates.
- **Improved brand reputation:** positive word-of-mouth creates a positive image and attracts new customers.
- **Competitive advantage:** understanding customer needs helps you differentiate your business from competitors.
- **Sustainable growth:** focusing on customer value leads to long-term success and profitability.



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the customer perception quad

WHAT IS THE CUSTOMER THINKING?

How do you get to know your customer in a way that reflects what you are saying about your business and how it relates and connects with them?

You have to get to know what is on their mind.

Below is a tool to guide you through what is actually on the mind of your customer and how to better communicate the message of your business.

What is really on their mind?	Why are you the prime choice?
CUSTOMER QUESTIONS	UNIQUENESS
Why would they choose your business over others?	What is the difference your business makes in their life?
COMPETITIVE CHOICE	EXPECTATIONS