

6

Steps to Meet Unspoken Customer Needs

1

Get Close

Step into your customer's world to uncover insights.

2

Watch Behaviors

Observe customer actions to learn their practices, workarounds, and issues.

3

Uncover Needs

Engage customers in deeper conversation about why they are doing what they are doing.

4

Assess Gaps

Determine how you and your team can take customers from where they are to where they want to be.

5

Find Partners

Find partners who can help you to meet needs when your expertise or capabilities fall short.

6

Craft Solutions

Delight customers by bringing creative solutions to their actual needs.