

Measure How Customer-Focused Your Business Is



Building Your Strategic Focus

If you're revisiting certain core elements of your business or considering a revisit in the future, it's important to think about these foundational factors to ensure you're prepared to meet customer expectations.

My brand has a core set of values that resonate with today's consumers.

I've ensured that the methods for producing and providing my products and/or services are ethical and in line with customer values and expectations.

My products and/or services are meeting and filling a gap in my customers' lives.

Read more: [Building Brand Affinity Across Your Customer Experience](#)



Building Your Organization

Implementing internal development and training practices can help inform a healthy and thriving workplace culture and ensure you're hiring the right talent, providing a baseline for how your customer-focused business strategy is brought to life.

I consistently hire for customer-facing positions (e.g., sales, marketing, customer service) with strong communication skills, listening skills, and empathy in mind.

I train all employees to communicate internally with as much transparency as possible and incorporate tools designed to encourage collaboration.

I provide customer service center employees with the opportunity to develop professional skills that align their interests with our business needs.

Read more: [3 Customer-Centric Behaviors to Bring Into a Support Center](#)



Incorporating Technology to Empower Support Teams

Every piece of technology you invest in should make your customer service employees' lives easier, so they can better serve customers.

My agents have easy access to customer data so they can seamlessly personalize interactions.

My agents can access customer information in a single, centralized hub without needing to switch back and forth constantly between multiple tabs or tools.

I can build upon and react to customer insights using information gathered from various conversations, marketing, and more.

I provide a centralized hub of brand and product and/or service information that all agents can easily access to become experts.

Read more: [Signs You Should Grow Your Investment in Customer Service](#)



Optimizing Your Customer Service Center

Through personalized care, mindful automation, and channel independence, you can make your customer service center more sophisticated and create a direct pathway to higher ROI and business growth.

Agents can have natural, personalized interactions with each customer.

Service strikes a balance between human interactions and strong self-service options so customers can find answers quickly and agents are relieved from simple tasks.

I've built out my support center to provide service across channels so agents can meet customers in the spaces where they're most comfortable reaching out.

Our organization treats customers as individuals who have a history with our brand, rather than making them feel like ticket numbers in a line.