

## [Do You Really Understand Your Customers?](#)

The time you invest getting to know and understand your customers is time very well spent. The feedback you get is gold, pure gold. Yet, there are other reasons why this is a prudent move. Let's take a look at some of the key reasons you should learn more about your customers and their specific needs.

Today's world has become increasingly impersonal. Most of us spend a shocking amount of time looking at one type of digital screen or another. Personal interaction isn't

what it once was, and you can use that fact to help build your business.



### **The Ultimate Form of Customer Service**

Good old fashioned human contact goes a long way when it comes to keeping customers happy, loyal and returning. The personal touch can go a long way towards building your business by improving customer service. Customer service has become, in general, a very impersonal experience for most people in the modern world.

In most businesses, the owner is more of an impersonal theoretic concept than an actual being; after all, how often do you meet the owners of the businesses that you frequent? As a business owner, when was the last time that you got on the phone or had lunch with a good customer? The truth is that customers and clients enjoy working directly with owners, and it makes them feel more connected with a business. An owner who is working directly with his or her customers or clients is engaged in a powerful form of customer service.

### **Building Relationships**

Investing time to build your business's key relationships is a prudent step. When was the last time that you took a moment to contact your accountant, banker, legal adviser or other key people that support your business, such as key suppliers? The time you invest communicating with these key people and institutions is time well-spent especially should a problem ever arise. Since most communication is now done online, a handwritten thank you note or a quick phone call can go a long way towards maintaining and building relationships.

It is important to rise above all the background noise of life. One of the best ways of doing so is to invest the time to add a personal touch.

Owning and operating a business shouldn't be a stealthy activity. Instead, you the business owner should be out front meeting with customers, suppliers and other key people. Running a business isn't a "backroom" operation, so go out there and meet your customers and other key people! This is how you build and protect your business.

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