

MODULE 2 - Focus on the customer

What are customer expectations

Customer expectations involve anything a customer predicts could happen if they use a particular product or service. These expectations often inform someone's decision to purchase something.

Before they decide to make a purchase, customers gather and interpret information about the product, which influences how they view the product and its quality. This information is what fuels their expectations. For example, they may have high expectations for a product because a friend they trust recommended it to them .

How to improve customer expectations

Customer expectations change regularly based on market trends and new methods for marketing and sales. It's beneficial to consistently review your approach to understanding your customers' expectations. Consider these guidelines to learn how to improve the expectations of your customers:

1. Use personalized marketing strategies

Because customers have high expectations, many expect to receive personalized treatment when interacting with the company for which you work. With your market research, you can develop personalized marketing strategies that customers interpret as more authentic and human. Build a brand presence on the platforms that your target audiences frequently use and interact with them.

You can also monitor the ways your customers use the platform and create content that's easy for them to understand. As you improve features in your products or services, you can announce that the brand has considered customer feedback.

2. Use clear communication

Customers may form expectations based on the information that you deliver to them, which is why it's important that your external communication is clear.

For example, if you're promoting an outdoor grill, you need to be clear about the grill's heat capability and mobility.

It's also important that your communication is consistent. For instance, your instructions for using products should be the same on your website and when responding to customers on social media. You can use simple language that your target audiences can easily understand, regardless if they have experience using your products.

How customers form expectations

Customers may form their expectations about your product, company or brand in a variety of ways. Understanding how customers form expectations can help you tailor your approach to marketing and sales to better connect with your target audience.

Many customers have high expectations and high standards, so it's critical to have a broad scope when assessing your potential customer's expectations. Here are a few ways customers form their expectations:

Customer experience :

A previous experience with the brand can influence current customer expectations. If a customer has a positive experience with the company, they may return to make another purchase.

Customers create expectations about products based on their interactions with the brand that sells the product. This is a form of brand loyalty, where a

Customer returns to make several purchases because of past experiences or interactions. For example, a fast-food chain promotes the upcoming launch of a new chicken sandwich. The customer has experienced excellent customer service and quality food at the restaurant, so they believe they may enjoy the chicken sandwich.

Customer knowledge:

Customers may have knowledge of products or services that are similar to what the company offers. Then, they use this knowledge to predict the quality of what you're offering. For example, imagine that an aesthetician considers

buying a skincare product from a prominent beauty brand. As an esthetician, the customer knows what ingredients hydrate the skin, so they review the ingredients list before they buy.

What Is Customer Perception

Customer perception definition: “Marketing concept that encompasses a customer’s impression, awareness, or consciousness about a company or its offerings.”

The customer collects information about a product and interprets the information to make a meaningful image of a particular product. This is called customer perception. When a customer sees advertisements, promotions, customer reviews, social media feedback, etc. relating to a product, they develop an impression about the product.

The entire process of customer perception starts when a consumer sees or gets information about a particular product. This process continues until the consumer starts to build an opinion about the product.

Why is Customer Perception Important

A happy customer is one who is satisfied with the experience that he has with a product or a service. Customer perception is built around the experience that a customer has with a product. Consumer perception can make or break your brand. When customers had a pleasant experience of getting their products delivered on time they form a perception. Getting the products that were as described in the product description also creates a positive customer perception. When customers experienced a great after-sale service it is going to develop a positive opinion about the brand.

Customer perception is also important to determine the kind of image a brand wants to build.

For example, when a retail clothing store has displayed clothes on crowded racks using low-quality plastic hangers, customers get a perception that it is a low-quality brand. But when the same clothes are presented well with back-lit mannequins, neatly arranged, good quality attractive hangers, etc. the customers build a different perception about the brand.

Customer Relations - Importance

Customer relationship is about managing interactions with previous, current, and potential customers. Companies that manage their customer relations well develop a customer experience strategy that strengthens customer retention and promotes customer acquisition.

Activities related to building better customer relations can be either proactive or reactive. For example, a press release about your new product would be a proactive tactic. Sending an apology letter to unsatisfied customers and giving them a discount would be reactive.

How to Build Strong Relationships With Customers—9 Strategies

The best strategies to improve the quality of your customer relationships involve:

1. Learning who your customers are
2. Personalizing communication
3. Collecting customer feedback
4. Building trust by being honest
5. Rewarding your customers
6. Providing responsive support
7. Educating customers with resources
8. Delivering positive customer experiences
9. Using the right CRM software