

# How to Find Out What Your Customers Really Want

We all crave intimacy. It feels good knowing that others are thinking about us and have our best interests at heart. Yet many businesses don't have that intimacy with their customers. They lack the ability to anticipate customer needs and do the things that make their customers happy. But with a little help, your business can – with customer intimacy enabled by Formyula.

At Formyula, we helped a VP of sales at a small manufacturing company understand her customers through the entire engagement cycle of customer interaction.

## Presales

You can't really get to know your customers until you really get to know your own company. That cycle begins with presales. We showed the VP how to discover the pain, challenges and opportunities in her organization. She learned how to create surveys that her sales and presales teams could instantly access and deploy to match every sales situation. The presales part of the engagement cycle enabled her to align her product offering with sources of perceived pain, create multiple internal champions and accelerate sales.

## Deployment

The deployment phase of the engagement cycle is a tool for your professional services staff. The goal is early user feedback. Here's where you survey exactly what works – and, just as importantly, what doesn't.

We showed the sales VP how to align the features and functions of her preliminary surveys with professional service members' real use cases. The benefits? She learned how to meet user expectations, let her people feel heard, and manage early objections.

## Sustaining

The sustaining part of the engagement cycle is for your product management staff – the people charged with maintaining and enhancing the good customer relationships you've begun. Co-innovation and ROI assessment are the key words here. The goal is to find out what's really going on. How are people doing with the new product? What do they like about it? What don't they like? Answering these questions means keeping in touch with your thought leaders and capturing and prioritizing new ideas into the product road map. Done properly, you will harvest ideas across your customer base and solidify your relationships with thought leaders and company champions.

## Support

Of course, customer Intimacy can't be achieved unless it is sustained. It's time for support to shine. This is where your support and marketing people take the spotlight. If they're doing their jobs right, they will become the voice of your customer. They will do this by capturing complaints and keeping a pulse on customer sentiment: how they really feel about your service or product as well as your brand. They will be part of a carefully constructed 24/7 customer feedback loop.

Customer intimacy requires large amounts of data collection and insightful analysis. It's something large corporations have leveraged for some time now. Today, our proprietary software lets even smaller companies and the thought leaders and trendsetters that work for them enjoy the benefits of customer intimacy. Enabled by Formyula, our technology streamlines the process of connecting with – and retaining – our client's best customers. Her sales organization now knows them better than ever before – and they're reaping the rewards in loyalty.

## Contact us

Let's have a chat about how Formyula can help eliminate errors, speed results and help make businesses around the world more efficient.



[Sales@formyula.com](mailto:Sales@formyula.com)

## Start using Formyula today.

Experiencing the power of Mycrodata™ for yourself. Sign up for a free trial today at

[www.formyula.com/signup](http://www.formyula.com/signup).