



Gaining Insight into Your Product and Customer Service

Checklist



Gaining Insight

The more ongoing research you undertake on the current service you provide, the better prepared you will be to make impactful, profitable changes to your business.

This checklist will help you to look at your current service and your customer service at present. By looking at your most effective experiences, you will be able to repeat more of the profitable processes related to your service.

For more insight into how to make the best use of this template, we have created a series of Checklists which are available within the Sales Academy.



Gaining Insight into Your Product and Customer Service - Interactive

Open in Adobe Acrobat and fill out the highlighted fields.

<p>Product/Service</p> <ul style="list-style-type: none">• Which products/services are easiest to implement?• Which products/services are the most cost efficient to implement?• How closely does your USP align with your current sales, marketing and customer facing processes?• What is the most common service feedback that you can improve upon?	
<p>Customer Success</p> <ul style="list-style-type: none">• How do you measure how clients receive value from the service?• Which external events (Covid as an example) have influenced customer behaviour?• Which pricing plans work best for different customer types?• Which types of clients find the most value/stay the longest?	

Gaining Insight into Your Product and Customer Service - To Print

Print out this template and fill in the fields.

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