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doc searls thesis that customers will increasingly take charge of their end of the e commerce relationship with profound effects has a visceral appeal and the same sense of inevitability that now seems obvious in hindsight with the cluetrain manifesto in april 2012 doc searls book the intention economy when customers take charge was published searls coined the term intention economy in a march 2006 article for linux journal he wrote the intention economy grows around buyers not sellers the authors demonstrate how retailers can hone their next best offer nbo capability by breaking the problem down into four steps defining objectives gathering data about your customers learn how to keep your customers and their most important needs front and center whether it s a video audio or an article online your call to action should sway the consumer s opinion and compel them to take action with your brand here s how to do this successfully understanding why when and how your customers make buying decisions will help you create memorable customer experiences remove obstacles drive more conversions and improve your business processes let s take a look at each of the six stages of the consumer buying process we ll discuss ways to optimize the buyer journey and ultimately boost conversion in today s commerce landscape 1 need recognition a sale officially begins when a customer realizes they have a need or a want the consumer buying process unfolds through several distinct stages each playing a crucial role in shaping purchasing decisions it typically begins with problem recognition followed by an information search evaluation of alternatives and the actual purchase and concludes with post purchase evaluation the customer buying process refers to the steps that a customer takes when making a purchase decision it is a journey that begins when a customer recognizes a need or desire and ends when the customer is satisfied with the product or service purchased the in store customer journey is the path a customer takes in a physical store mapping the customer journey interaction in a store helps track the numerous touchpoints that your customer has with your brand 1 listen to your customers take the time to understand them customer understanding is the cornerstone of customer centricity which means we put the best interests of the humans who are summary the key to any successful relationship is effective communication in the business world this means trying to understand what consumers and clients are saying and responding to them in by adopting a business strategy that s more direct to consumer brands can take great strides toward becoming customer obsessed and meeting the needs of their audiences some customer needs are time sensitive and require immediate interaction via phone or chat others are less critical and can be resolved at a more casual pace let s break down the types of customer service and how each optimizes your team s ability to fulfill customer needs since there s overwhelming evidence that customers take years to materialize these business owners have concluded that the kind of person who buys my offer takes at least a year to decide to buy while you can t control a customer s decision not to pay you you can follow these tips to help customers avoid late or missed payment deadlines whatever you decide to do make sure all your communications with the client are polite professional and non threatening for customer service providers information learned about behavioral styles should be used to a offers alternative suggestions to customers with task orientations b provides the definitive answer for resolving customer problems and concerns c adapts the approach to customer needs and situations in this article we describe the types of difficult customer situations you may encounter why it s important to handle them effectively and steps you can take to resolve them handling an angry customer like a pro is not just a skill it s an art by prioritizing empathy active listening and effective problem solving you will leave a lasting positive impact on your customers start providing remarkable customer experiences that set your brand apart when is the customer right there are several

situations in which the customer is right including when they make a valid complaint a customer may be unsatisfied with their experience at an organization because of a legitimate reason

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