



Look beyond the blind spot; to true customer perceptions of your business proposition...

...and reveal what customers truly think!

Look beyond the blind spot:-
to true customer perceptions of your business

Customer Heartbeat can provide insight into:

- current customer perceptions
 - *what they really think*
- lapsed customers
 - *why they stopped buying*
- non-buying potential customers
 - *why they have never bought*
- competitors
 - *benchmark your proposition to sector*

Fine tune strategic plans to actual market conditions on key deliverables, such as:

- product range - services offered
- competitiveness - service-levels
- order fulfilment - locations
- marketing message and collateral
- communications - staff effectiveness
- after sales service - problem resolution

Customer perceptions can be a blind spot for both management and stakeholders, especially during periods of change, when actions are time-critical and investment is most at risk.

Through a rigorous cost-effective process, we engage with your customers, assessing and benchmarking their true perception of your business proposition.

We specialise in assisting stressed businesses where underperformance threatens survival, recognising value and speed as key client requirements.

Customer Heartbeat Limited is a division of Step Solutions Limited

www.customerheartbeat.co.uk



Customer Heartbeat can lower enterprise risk equally well within:

- **Business to Business:** key account and second tier customers of product or service based companies. Or
- **Business to Consumer:** consumers of leisure, retail, travel companies.

Underperforming? - Need help with your consumer sector enterprise? - Get in touch:-

e. tonylahert@stepsolutions.co.uk

m. 07973 714075

blog. www.tonylahert.wordpress.com

www.stepsolutions.co.uk