Identifying Customers’ Needs Post Covid-19

1. The first thing we have to do is ask the customer: ‘Have any of your circumstances changed since February 2020?’ This process sounds easy, but I am always amazed at how many business leaders never think of asking the customer direct.
2. There are many ways to ask the customer what their needs are. One example is mail chimp; a survey monkey questionnaire. This research is a great way to confirm your customers’ new pain points.
3. You can use the survey feature on LinkedIn. This feature can secure a high rate of return from a wider non-customer group.
4. You could call or Zoom your top 50 customers and take them through a structured interrogation of their needs.
5. You can invite them to take part in an online forum with a facilitator leading the session.
6. One of my favourites is to use a set of playing cards designed with critical statements, i.e. reduce plastic, same-day delivery, larger pack sizes, enhanced technical etc. printed on each card. I then ask the customer to rank them and choose between them. This conversation is an excellent way to drill down into real needs.
7. Review sectoral bodies newsletters and websites. They will undertake significant research to inform their membership of movement in their sector tastes and preferences.
8. Look at your sector in other countries to spot new trends and insights into spending patterns and trends.
9. Once you have undertaken this primary research, you can pull a paper together and send it out to your key customers and ask them, to comment on the insights gained and to score your recommendations.
10. Once you have identified the change in your customers' pain points, you can draw up solutions and undertake a small, short term pilot to sample test your answers with crucial customers. Their feedback will give you the final polishing and tweaks before thoroughly launching your new suite of products or services.