

**Seed Marketing
Customer Information
Venue: Seed Enterprise Management
Institute (SEMIs)
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The Need for Customer Information

Who are the customers? Customer defined multiple ways

- End user**
- Those affecting the buying decision**
- Those interacting with the product**
 - Understanding who the customers are is important**

Why Customer Information?

1. Why collect information about customers?
2. What do you need to know?
3. What are you going to do with the results?
4. Who do you need to collect information from?
5. What information are you going to collect?
6. How are you going to collect information?
7. When are you going to collect information?
8. What types of information to collect?

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1. Why collect information from customers?

- Improve the quality of the service you provide to them
- Information can help you to;
- Develop new products and services, improve delivery or promotion, or
- Improve other elements of how the organisation is run
- By focusing on your customers needs and developing a culture of responsive customer service within the organisation, you can enhance customer loyalty and ensure that customers continue to come back

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Why collect information from customers?

- Customer information can help you to:
 - Report back to funders and
 - Evaluate the impact and outcomes of your activities
- Information will help to monitor the health of the organisation. Information about customer numbers, turnover and satisfaction act as good indicators for the organisation's overall health

2. What do you need to know?

- Information should result in improvements or a better relationship with your customers.

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Principles of customer research

1. Customer research should begin with the end in mind.
Information collected needs to result in improvements or a better relationship with your customers.
2. Remember that you are doing the research primarily for the customer (i.e. to improve the quality of the service for the customer).
3. Research should feed into a customer service plan. It should be planned and regular.
4. Research should be forward looking, not retrospective.

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Principles of customer research

5. Research should allow you to identify trends, cause and effect and set targets.
6. Your research should be actionable. It should either result in improvements, or in communication with clients
7. Your customer time is precious - do not waste it.
8. Research should be planned as part of a wider performance improvement plan for the organisation.

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3. What are you going to do with the results?

- Once you have measured how satisfied your customers are, make use of the results to improve your organisation and the products and services you provide.

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4. Who are you going to collect information from?

- From Customers
- Customer-facing staff

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5. What information are you going to collect?

- The key to a good survey/questionnaire is to ask the right questions.
- The 'right' questions should cover the facets, concerns and values of most importance to your customers.

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Dimensions to consider

Image - including first impressions, openness, reputation, positive values and physical appearance of premises and people

Products and services - are products and services up to scratch, well priced/good value, flexible enough, do they reflect the values of the organisation. How can they be improved? What new products and services do customers want?

Delivery - the way you deliver your products/services and care for your customers, are they provided in the right way or at the right time of day, does communication work well, is customer service sufficient, do staff and volunteers provide a good service?

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Dimensions to consider

Loyalty and attachment - the willingness of customers to continue using your organisation's products and services, and recommend the organisation and its products or services to others

Outcomes and impact – most organisations will evaluate the outcomes of their activities.

Internal Performance information- information that is internal to the organisation will provide information about your customers. Information can include, sales figures, complaints figures, trends in new customers and customer retention etc.

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6. How are you going to ask?

Two key ways of collecting information about your customers

- A. Request feedback directly from your customers
- B. Monitor internal performance indicators that demonstrate either customer satisfaction or the quality of your customer service.

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7. When are you going to gather information?

- When developing a new service, product or activity
- When you first meet your customers
- At regular intervals (monthly, quarterly or annually)
- Continuously – comments books/suggestions box.

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8. What types of information to collect?

- **Quantitative data:** data that gives countable facts and figures
- **Qualitative information:** information that tells us what the stakeholders think about performance and about the impact of your organisation
- **Demographic and Geographic information-** helps to disaggregate your information and understand the views of different types of customers better

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- Gathering “voice of the customer” is a continuous process

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