



DIALECT

Leadership Discussion

Customers

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Customers

Needs Assessment:

- I. How have our customers' needs changed in the last 12 months? How are our customers' needs projected to change?
- II. How do we know the answers to these questions? What's the evidence?
- III. How can we develop better ways of understanding what our customers need?
- IV. How can we develop more continuous and natural ways of understanding what they need? How can we stay close or get closer to our customers?

Communication:

How well are we communicating with our customers right now? Are we clear on how the current environment has changed and what we can do for them?

- What are the ways in which we are doing less for them right now?
- What are the ways in which we are doing more for them right now?
- How clear have we been about communicating changes in service delivery? (E.g. Timing, process, etc ...)



SPEAK THEIR LANGUAGE®

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