

# customer drivers

CD	they want...	...so what can you do?
control	... a sense of control, that they are not being fobbed off or manipulated	
outcomes	... the results they expected.	
importance	... to be seen as important ("I pay your wages") & treated as such	
fairness	... to be treated as well as any other customer	

CD	they want...	...so what can you do?
friendliness	<p>... you to be friendly &amp; helpful</p> <p>... a warm &amp; pleasant experience</p>	
technical competence	<p>... you to be an expert in your field; be competent. know what you are doing &amp; have the correct information</p>	
understanding	<p>... to be kept informed, to know what is happening, especially if left alone</p>	
security	<p>... to feel safe &amp; secure, emotionally as well as physically</p> <p>... they don't want to be afraid or at risk</p>	

CD	they want...	...so what can you do?
belonging	Ideally customers are your allies & advocates; they want to identify with you & what you provide, & to recommend you	
honesty	... you to be honest, reliable and trustworthy	
customised	... a service that is tailored to their specific needs.	