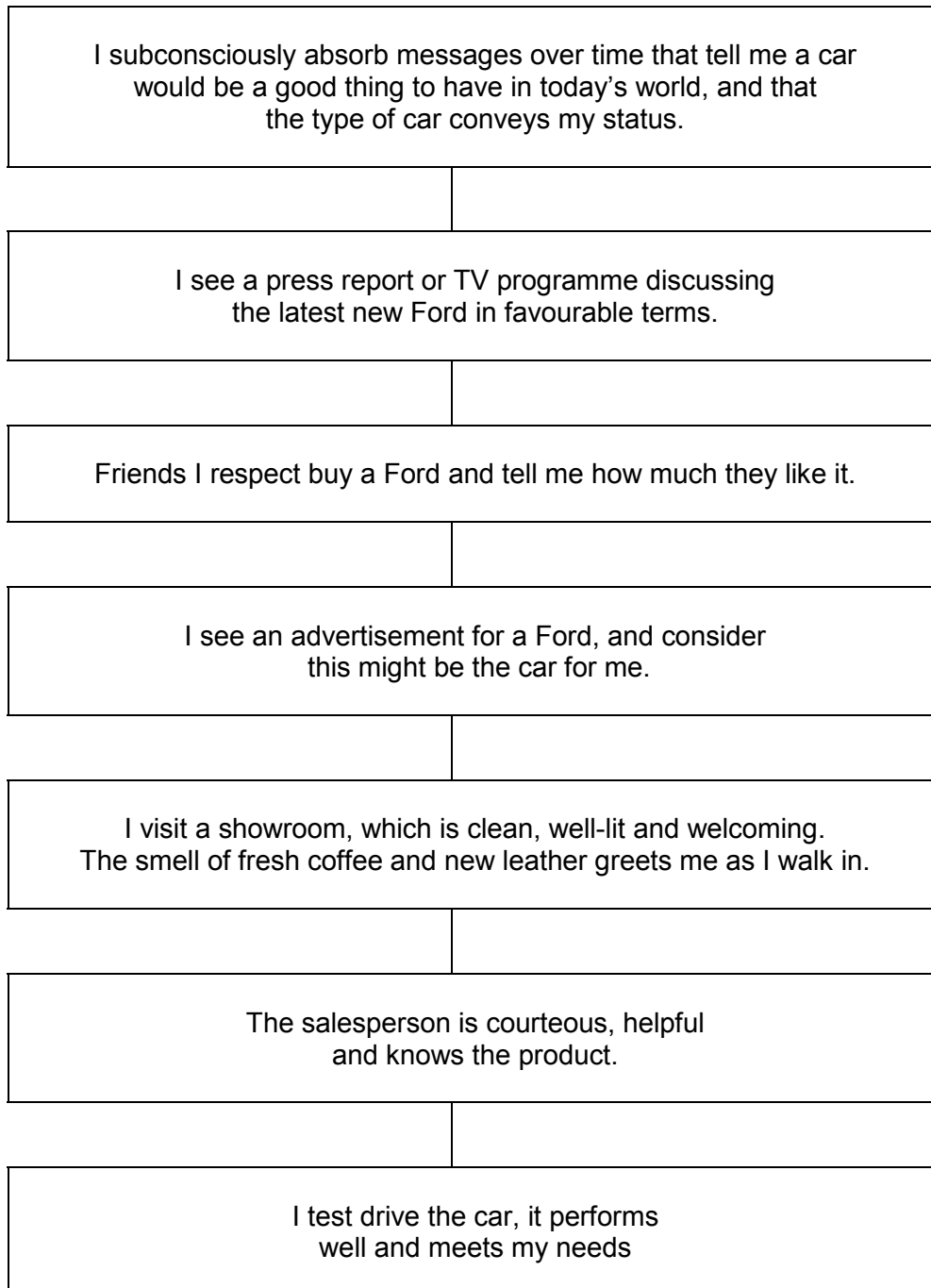


Painless Business

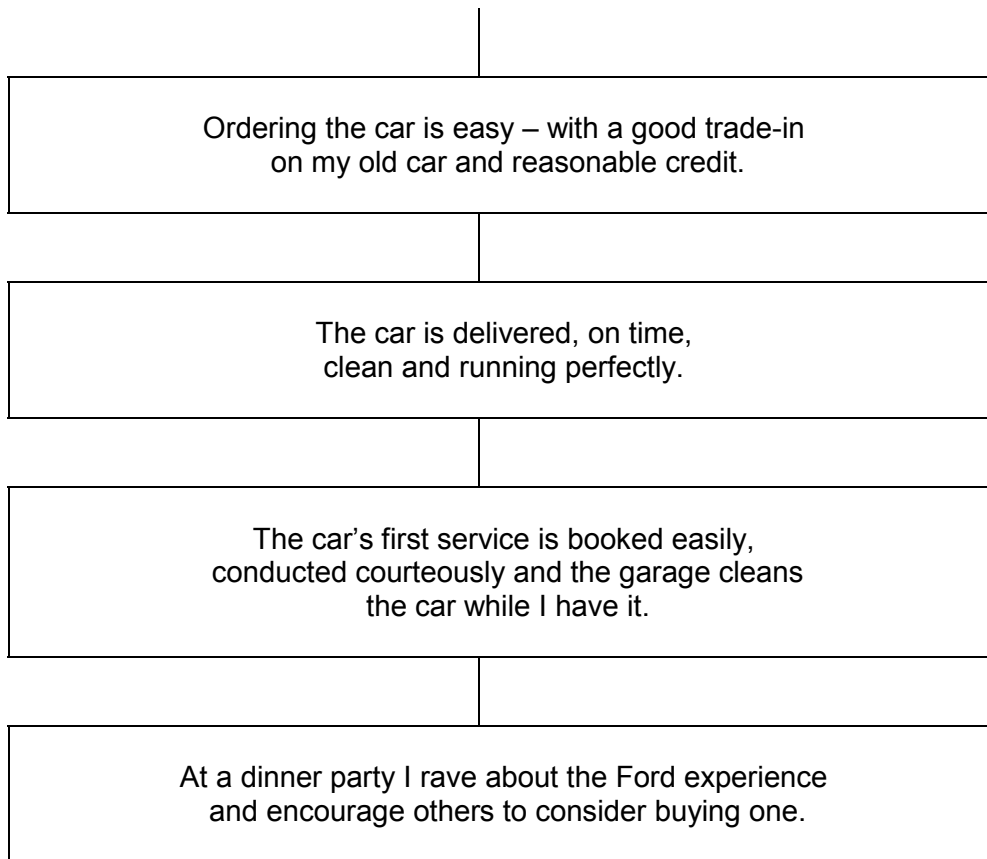
Understanding Your Moments of Truth

By drawing out on paper the process your customers go through as they buy and use your product or service, and understanding which key moments (Moments of Truth) affect their decision making, you can improve your offering, increasing satisfaction, retention and profit.

As an example, here is a process I may go through to buy a car:



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Can you see how this example might apply to your business?

Can you see how the Moments of Truth start before the customer arrives at your premises, website or on the telephone?

Can you see how After-Sales Care is as important as advertising? (If you can't, consider the links between the last box and the third box.)

Does everyone in your organisation understand the Moments of Truth in their area of responsibility?

Do you have standard approaches to these Moments of Truth to ensure every customer receives the same level of attention?

What do you need to do to understand your own Moments of Truth and maximise the benefit of getting your actions at each of those Moments right?