

What's This About?

We're working with a marketing strategist to improve how we communicate with customers. Here's the thing: **you talk to customers every day, and you hear things that the rest of us don't.**

Those questions you answer, the concerns you address, the confusion you clear up—that's incredibly valuable information that can help our entire company communicate better.

Why Your Input Matters

You're on the front lines.

You know:

- What customers are really worried about
- What they don't understand about our process
- What questions come up over and over
- What assumptions they make that slow things down

This isn't about finding problems with how we currently do things.

This is about understanding our customers better so we can help them faster and more effectively.

What We'd Love to Know

Think about your typical interactions with customers. What do you notice?

The Questions That Keep Coming Up

- What do customers ask you repeatedly?
- What do they seem confused about?
- What do you find yourself explaining over and over?

Examples: "How long will this take?" "What exactly is included?" "What happens if...?"

When Customers Seem Hesitant or Worried

- What makes people nervous?
- What concerns do they express?
- What are they unsure about?

Examples: Budget worries, timeline concerns, uncertainty about the process

How They Talk About Other Options

- Do they mention competitors or alternatives?
- What comparisons do they make?
- What misconceptions do you need to correct?

Examples: "Company X said they could do it faster" or "I thought all providers were the same"

Money and Value Questions

- How do they ask about pricing?
- What do they want to know about cost?
- What affects their budget decisions?

Examples: "What's this going to cost?" "Why is it more expensive than...?" "What's included for that price?"

A Few More Things to Consider

- What question makes you think "I wish they knew this before calling"?
- What do customers assume that's usually wrong?
- What would make your job easier when talking to customers?
- If you could eliminate one source of customer confusion, what would it be?

How to Share What You Know

Any format works: Email, notes, a quick conversation, text—whatever is easiest for you.

Be specific: Instead of "they ask about pricing," share the actual words: "How much will this cost me?" or "Is there a payment plan?"

Include the tough stuff: The questions that make you sigh, the complaints you hear, the things that frustrate customers. Those insights are often the most valuable.

Don't worry about being perfect: We want the real, unfiltered experience of what you hear every day.

Why This Helps Everyone

When we understand what customers are really thinking and asking, we can:

- Answer their questions before they even ask
- Make your conversations easier and more productive
- Help customers feel more confident about working with us
- Reduce the time you spend explaining the same things over and over

Your perspective matters. You see and hear things that help us serve customers better. Thank you for taking the time to share what you know.