



PEOPLE ISSUES
THEATRE

Panel discussion: What do customers really want?

- Lynda Davis, Customer experience manager - Saxon Weald
- Julie Marsh, Executive director of neighbourhood management - South Liverpool Homes
- Carole Burchett, tenant, Soha and steering group member, A Voice for Tenants

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Lynda Davis

**Customer Experience Manager
Saxon Weald**



SAXON WEALD

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What do customers really want?

Customers want services that are:

- **Accessible**
- **Respectful**
- **Trustworthy**
- **Responsive**

But you already knew that!

Above all, customers want services that **listen** to them

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What do customers really want?

What do **your** customers really want?

There is no easy answer:

- **Analysis**
- **Determination**
- **Objectivity**
- **Whole company approach**

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Listen to customers when they start the conversation

Look for **moments of feedback** – what do you know already about this customer?

- **Methods of contact**
- **Reasons for contact**
- **Volume of contacts**

What can your frontline teams tell you about your customers?
How can they tell you?

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What do customers really want?

- **Deliver the basic, general drivers of satisfaction**
- **Deliver your own, unique drivers of satisfaction**
- **Remember, surveys are only half of the story**
- **Remember to listen to your customer when they start the conversation**

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What do customers really want ?

Julie Marsh
South Liverpool Homes

Making South Liverpool **the** place to be.

Who are we ?

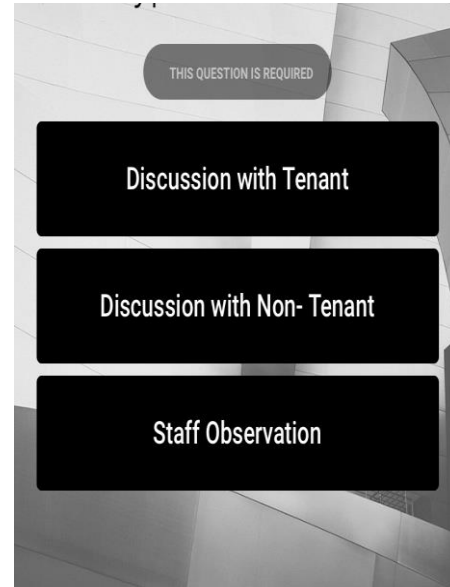
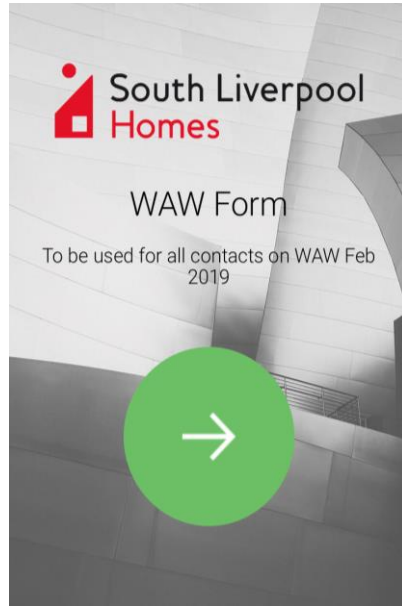
What do we do ?

**SAVE MORE
MONEY**













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Carole Burchett,
tenant, Soha and steering group member, A
Voice for Tenants

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