Customer Focus

*Making customers and their needs a primary focus of one’s actions; developing and sustaining productive customer relationships.*

**Key Actions**

- **Seeks to understand customers**—Actively seeks information to understand customers’ circumstances, problems, expectations, and needs.

- **Educates customers**—Shares information with customers to build their understanding of issues and capabilities.

- **Builds collaborative relationships**—Builds rapport and cooperative relationships with customers.

- **Takes action to meet customer needs and concerns**—Considers how actions or plans will affect customers; responds quickly to meet customer needs and resolve problems; avoids over commitments.

- **Sets up customer feedback systems**—Implements effective ways to monitor and evaluate customer concerns, issues, and satisfaction and to anticipate customer needs.

**Questions**

1. Tell me about the most you’ve ever done to obtain information to better understand a customer. What did you do? How did the information improve your service?

2. What is the most effective way to evaluate the quality of your internal/external customer service? Give me an example.

3. What have you done to understand a customer’s point of view about a problem? Give me an example.

4. How do you build collaborative relationships with customers? Give me details about one or two of them.

5. How do you ensure that internal/external customers keep you informed of issues/concerns/satisfaction in a timely fashion? Give me a recent example.

6. What have you done to educate customers about your company/product/service capabilities?
7. Describe some customer-focused actions you’ve taken or policies you’ve implemented that have produced positive business results. Give me a specific example.

8. Tell me about one procedure you’ve put in place to monitor the quality of customer focus within your department/organization.

9. To better serve customers, we sometimes promise more than we can deliver. Tell me about a time when you over committed yourself or your company. What happened?

10. Describe a time when you took action to provide quick and thorough service in response to an internal/external customer’s request or problem.

11. Describe a time when it was particularly important to establish a good relationship with an external customer. What did you do?

12. Tell me about your most difficult customer. Describe a specific interaction you had with this customer. [Listen for attitude and approach.]

13. Even good customers can make unreasonable demands. Tell me about a time when this happened to you. How did you respond?

**Questions for people who are applying for sales positions**

14. Tell me about the most you’ve ever done to obtain information to better understand a customer’s needs and expectations. How did the information help you?

15. What have you done to understand a customer’s point of view about a problem? Give me an example.

16. What is the most effective way to evaluate the quality of your customer service? Give me an example.

17. What have you done to educate customers about your company’s products and services? What were the results?