

## 20. We have processes in place to identify our customer groups and their needs which are reviewed regularly

### Why

A good practice organisation has a clear understanding of who their core customer groups are and what they require to ensure that future service provision and organisational activity is effectively planned. Segmenting the market to identify different customer groups and their needs will ensure that

- Organisations only target and raise expectation about services to those customers that can access and benefit from them
- Services are developed which are customer focussed and relevant to need
- By regularly reviewing customers' requirements organisations can tailor and adapt services to customers changing needs so that they remain up to date and truly relevant.

### What

This statement explores the processes you have in place for identifying your core customer groups and their needs. It looks at the ways in which you approach market research / intelligence gathering and how you use this information to inform service delivery. It will also examine your approach to segmentation and how you ensure that your delivery is focussed on the different needs of your core customer groups.

### Evidence Examples

- Marketing plan: for example marketing objectives and how they will be achieved
- Marketing materials tailored to customer groups / segments
- Business plan identifying key customer groups and how their needs will be addressed
- Market Research: for example an understanding of the needs of potential and existing customers
- Customer analysis: number, type, decision process / maker
- Focus groups: opportunities for customer to discuss their needs, develop concepts for new services and evaluate new or existing services
- How customer feedback is analysed and used to improve service delivery to different customer groups
- Segmentation – Geographical / sector / number of employees
- Consistent and embedded working practice: The systems / processes that are in place to evidence this Statement are understood by your people and the ethos is embedded in the organisation

**Achieving Customer First has given us both the opportunity to review how we monitor the quality of our client services and also a structure to ensure a consistent, effective service that delivers what our client want and need**

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