

Video script - Rich Eldh

Customer satisfaction is a very intriguing discussion with all executives. In fact, it's critical to any company's success. When you look at customer satisfaction, you can break it down into multiple components. If I'm a product company, I take a look at whether or not I'm fulfilling the order that somebody has put into us. The next thing I look at, can I deliver it in an accurate and timely basis? And then I want to look at the post mortem and say, "Were they satisfied?" Well, how do I understand that? Well, you look at returns.

In some ways, people think returns are negative. And the answer is no customer wants to return a product that they enjoy. But, in fact, for us, as an executive, that's one of the elements I have to look at. I've got to look at returns, not only on a daily basis, but a weekly, monthly, yearly basis. And if you're getting returns, there's obviously something wrong in that up-front delivery and fulfillment. But probably, most of all, what we like to look at is repeat purchases, and repeat purchases tell us whether we're doing our job well or not.

Customer behavior really tells us everything we need to know as executives. Executives are like detectives. They gain insight and then they act on that insight. What's key to all executives, though, is you have to get the right intelligence to make the right decisions. If you get that intelligence, you can impact customer satisfaction in a positive way, and you can take actions to increase your sales pipelines. So customer behavior tells us what we need to know. The key is to ask the right questions and then decipher those answers appropriately to take positive action.

A very simple question is, "Where are my sales coming from?" Simple question, right? Well, the key is where is it coming from in regards to geography? Where is it coming from in regards to specific product, by product? Where is it coming from in regards to vertical industries? These are all questions that you need to ask, assimilate that information, so that you can then exploit those opportunities further, whether it be a specific industry you're doing well or perhaps even a geographic territory. That's a key element to ask in terms of one of the questions.

So to get that right intelligence, one has to ask the right questions. So the questions that need to be asked are relatively simple. It's always the information behind it that's difficult to get. But in our world today with the information-gathering tools and, more importantly, with the Internet and then analytical software, we have the ability to do that. So what are the questions? The questions are where are we getting our product sales? And you have to ask the exact same question across the entire world.

I think that the ultimate reward and the ultimate statistic that we, as a product manufacturing and marketing company, look for is repeat business. That essentially tells us that we're doing what we should be doing. We're making a quality product. We're delivering it accurately on time and, more importantly, people are finding fun, satisfaction, enjoyment in what we deliver to them.