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Customer's Perspective of CCEs: Winning Secrets For Lead Conversion.

[When we were discussing brand promise](#), we said there are some things that your customers expect from your organization.

If you are able to meet or exceed these expectations, then you can be truly called a customer-centric enterprise.

The customers expect the organisation to be honest, and open, and respect the interests of their customers.

They also want an organisation that places a high premium on integrity [The customers also want fair value at a fair price.](#)



The organisation is also expected to provide the emotional support necessary to sustain and grow a relationship which could imply putting customers' needs and long-term relationships before personal short-term gain.

The customer also wants a consistent experience from the organisation that they are dealing with.

In order to provide a consistent experience, you must have a well-trained and knowledgeable workforce that believes that the customer is their priority, not those that treat customers like animals or beggars.

This involves making your employees accountable for every customer that is put in their care.

The organisation on the other hand needs to understand customers and their nature.

They should understand their present value and future state. They also have to understand that customers deserve preferential treatment more than others.

A CCE has a customer strategy that projects worthy brand promise, supported by superior products and services.

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The organization tries to promote these quality products and services through designed marketing plans.

These are aimed at targeted customers through well-planned customer profiling and segmentation.

There is also the need for the organization to have a closed-loop feedback reporting system.

This is to make sure that the enterprise constantly meets its customer's expectations in terms of service quality and customer experiences.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

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you could drop your comment. Thanks in anticipation.

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