

Why Customer Satisfaction is the Wrong Target

On a side note , honesty I wish to meet Grant Cardone. I have not finished reading 10x Sales Strategies written by him but his guy has really changed my mentality forever.

Let me say that I got the idea of the title of this particular article from him. I have also written some other [posts that are 10x related](#). You can take time to check them out. But with today's article, I and Grant Cardone really want to shake the Table but if you take time to read this post , as a business owner , you will understand it's the bottle truth. Customer satisfaction is really a wrong target.

There are many organisation today , that are running businesses but they are really compromising on standards. You will observe that customers at times will always want to do things that favours them. if you join them on compromising standards , you are really digging your business grave.

Most times , if you have done the right thing as a business owner , you need not worry spending much on customer service .

I mean if customers are empowered to solve their own problem, you need not invest much in customer service, such funds should be invested in customer acquisition. [If you are not acquiring more customers](#), you will soon fizzle out.

The bitter truth is this, you cannot increase customer satisfaction without increasing efforts at customer acquisition. Just try as much as possible to increase customer acquisition and customer satisfaction will not be a problem.



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Let me break it down ...

If you want more customers to join your business , you will want to ensure that you provide excellent service and everything is top notch. It is when you provide quality service that you can attract customers effortlessly.

With that in place, customers will be satisfied because you are already doing more than enough already. But if you have poor services, customers will always complain. You will have to spend more on customer service issues.

So also, many business aimed for customer satisfaction . They feel that if they work based on the dictate of few customers , they will not look elsewhere. Most times , this kind of satisfaction is fake. It does not really symbolizes customer loyalty which has more of emotional attachment towards your products and services.

Action Point

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

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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If you really want your customer to be satisfied, you should aim to exceed their expectations in terms of customer service. Try and set your target so high that it will be difficult for your competitors to provide such services to their teeming customers.

You need to learn how to deliver products and services that will make you rave of the

moment. By providing such services , you will create not just a [loyal customer base](#) but you will now have customers that are brand advocates.

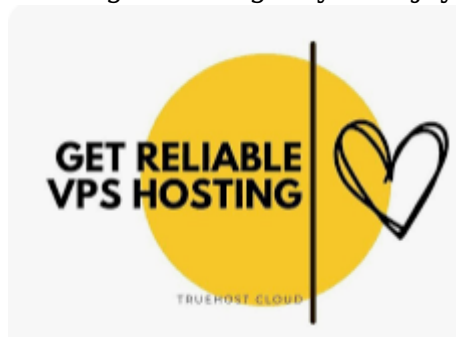
I need to say this again that if your aim just to have satisfied customers, it will be very easy for your competitors to lure your customers away with something that is a little bit better than what you have. That is why you have to raise the bar so high that it is difficult for your competitors to cross it.

Above all, do 10 times more than what the customer expects you to do. They will be left speechless. You have to surprise your customers with quality , value and speed. Then you will have customers at your fingertip.

Conclusion

You should never allow your customers to dictate the pace of your business. You have to be fully in charge as far as the type of products and services that you render to your customers is concerned. The key is to make sure that you continue to set the pace in your industry. See you all at the top.

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