

Action Guide

352: Improve how you get customer insights

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Application Questions

1. Does your organization struggle with making products that customers connect with emotionally? What improvements do you think you could make?
2. What's an insight that led to innovation in your organization? Or what's one of your favorite innovation stories about an important insight?
3. How do you get feedback? Describe a time negative feedback was useful to you?



Actions to Take

What to Do Now

- Look for ways to make an emotional connection between your product and your customers.
- Practice taking time for deep discussions and tuning in to what others are thinking and feeling.

What to Do Soon

- Gain customer insights by having conversations with customers. Use in-person interviews, web meetings, social media, and/or chat sessions to collect feedback.
- Find ways to innovate to make your existing product obsolete and create a sustained future.