



Competitor and Customer Service Audits  
by  
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If you ask a child *What did you learn at school today?* the usual response is *Nothing*. However, you would get a better response if you ask *What **one** thing did you learn at school today?*

Stay in touch with your client's needs and attitudes by conducting a customer Service Audit by asking three simple questions as follows:

- *What one thing do you want me to keep doing?*
- *What one thing do you want me to stop doing?*
- *What one thing do you want me to start doing?*

You might want to substitute another word for me in a different audit scenario. For example in conducting a Competitor Audit you could ask, *What one thing do you want the competition to keep doing?* or *What one thing do you wish the sales team would keep doing?*

It is worth mentioning that the reason for phrasing the question with *What one thing...* is because you don't want the client to draw a blank. A limit of one is easy to figure out because it is definitive. Then you have that first answer you can always ask *What one other thing...?*

Corporate issues and challenges change daily, and you need to know those changes in detail. Let your competition take the client for granted; you stay alert and ask three simple questions to test your assumptions.