

# CUSTOMER INSIGHTS GAME PLAN

1.

**Listen**



*Customer Interviews  
Employee Insights  
Customer Data*

2.

**Analyze**



*Expectations  
Perceptions  
Verbatims*

3.

**Report**



*Strengths  
Pain points  
Opportunities*

To get started today, contact [carol@carolpudnos.com](mailto:carol@carolpudnos.com)