

Financial training For non financial staff



The financial training specialists

Good enough? (profit)

My wife went on a work conference last week. It was held at a university, and it felt as if the university had decided “We have all this empty accommodation over summer – let’s fill it with conference customers!”

A good idea, except that everything fell short of expectations.

When my wife (and 400 colleagues) arrived, there was no parking available, as another day conference had filled the car parks. The new arrivals had to park as best they could in local side streets, and carry their bags half a mile to the venue.

The Wi-Fi was woefully inadequate. Each bedroom block could cope with about 20 Wi-Fi users, but there were 100 or so people in each block. After 20 people signed on, the Wi-Fi gave up completely!

The food was uninspiring. Pasta, bread and potatoes in every meal. Student food rather than conference food.

All in all, most people came back disappointed by the venue.

Which brings me back to a common theme in my blogs. We have to find out what our customers want, and make sure we give it to them.

Keeping them happy and wanting more means repeat business without the expense of always finding new customers. (It reputedly costs ten times as much to win a new customer as it does to keep an existing one).

Happy, loyal customers are often prepared to pay a premium price for something they know to be good.

So giving our customers what they want impacts our bottom line!