



Customer Canvas

DATE CREATED

OVERALL NPS:

After completing this form, make sure to send out your Personal Net Promoter Score (NPS) requests to 10 of your "customers."

Instructions: Fill out the following worksheet as it relates to your "customers"

LEARNING ABOUT YOUR CUSTOMER

Who is your customer?

Describe who your customer is in as much detail as you can

What are your customers' goals?

What goals do your customers want to accomplish, both in general and when interacting with you?

What is important to your customer?

What things are most important to your customer?

Customer needs & expectations

What are your customer's core needs? What are their expectations of you?

What motivates your customer?

Why does your customer do what they do? What gives them fulfillment?

TRACKING YOUR CUSTOMER

Measuring customer satisfaction

How can you measure your customer's satisfaction? What metrics or indicators are there? How can you quantify it?

Your NPS Scores

Insert the Net Promoter Scores you received from the requests sent.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Monitoring customer relationship

How can you ensure you have a good working relationship?

TAKING ACTION

Activities you can do to help your customer achieve their goals

List out how you can help your customer accomplish what is important to them:

Commitments you can make to your customer

What milestones will you commit to or goals will you set to better support your customer?

How to communicate to your customer

How does your customer like to be communicated to? What can you do to communicate more effectively?

How to go above and beyond to ensure your customer's willingness to recommend you

What will you do above and beyond your job description to create a desire in your customer to recommend you to others?