Measuring recommendations from satisfied customers · What to record?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: According to the profile and circumstances of the described case.

For each month, track enquiries, recommendations and completed sales separately.

Record and working document

Check whether the records distinguish a person's recommendation from a simple name search.

Do not share customers' personal contact details without an appropriate basis.

Working example · Measuring recommendations from satisfied customers

Check whether the records distinguish a person's recommendation from a simple name search.

Specific next steps

1. Check whether the records distinguish a person's recommendation from a simple name search.
2. Do not share customers' personal contact details without an appropriate basis.
3. After a successful delivery, offer the customer a simple guide to giving a voluntary recommendation.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-preporuka-pracenje-dokazi