Measuring recommendations from satisfied customers · How to approach it?

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

Practical business guidance · Reviewed: 2026-11-22

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

Ask new customers how they heard about you and record their answer according to the same rule.

A starting point in practice

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

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

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. For each month, track enquiries, recommendations and completed sales separately.
2. Check whether the records distinguish a person's recommendation from a simple name search.
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

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