Measuring recommendations from satisfied customers · What to do when the process stalls?

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.

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

When a plan meets an obstacle

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

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

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. Ask new customers how they heard about you and record their answer according to the same rule.
2. For each month, track enquiries, recommendations and completed sales separately.
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-problem