Measuring recommendations from satisfied customers · How to check this with an example?

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.

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

Checking by example

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

Track enquiries, recommendations and completed sales separately for each month. Do not share customers' personal contact details without a proper basis.

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

Limits of application

Apply the guideline to your documents and working methods.

Original page

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