

## Module 2: Understanding Customer Needs



### Objectives:

Learn techniques to identify and prioritize customer needs.

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### Discussion.

#### 1. Types of Web Hosting Customers

- **Individual Customers:** Bloggers, hobbyists, and personal websites etc.
- **Business Customers:** Small businesses, e-commerce sites, or corporate websites.

- **Resellers:** Customers who purchase hosting to resell to their own clients.

## **2. Identifying Customer Goals and Expectations**

- Understanding the purpose of the website (e.g., personal blog, e-commerce, corporate).
- Identifying key priorities such as uptime, speed, scalability, and security.
- Managing expectations for pricing and service levels.

## **3. Techniques for Assessing Needs During Interactions**

- Asking open-ended questions to understand the customer's situation.
- Listening actively to identify pain points and priorities.
- Using empathy to uncover unstated needs.

## **4. Tools and Resources for Gathering Customer Insights**

- Customer surveys and feedback forms.
- Customer reviews.

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## **Scenarios: Understanding Customer Needs**

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### **Example 1: Choosing the Right Hosting Plan**

#### **Scenario:**

A small business owner contacts the hosting provider to set up their first e-commerce website.

#### **Customer Service Approach:**

1. The agent begins by asking about the customer's business goals, such as expected traffic and required features.
2. The agent explains the differences between shared, VPS, and dedicated hosting, focusing on scalability and affordability.
3. Based on the discussion, the agent recommends a managed VPS hosting plan with a bundled SSL certificate to meet their current and future needs.

#### **Outcome:**

- The customer feels confident about their decision and appreciates the tailored recommendation.
- The hosting provider gains a long-term customer with the potential to scale.

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## **Example 2: Addressing a Reseller's Scalability Concerns**

### **Scenario:**

A reseller hosting customer reaches out with concerns about frequent resource limitations as their client base grows.

### **Customer Service Approach:**

1. The agent listens carefully to the reseller's description of slow website performance and complaints from their end-users.
2. They analyze the current hosting package and identify resource bottlenecks.
3. The agent recommends upgrading to a higher-tier reseller package or moving to a cloud-based solution for better scalability.
4. The agent also provides tips to the reseller on optimizing their clients' resource usage.

### **Outcome:**

- The reseller successfully upgrades and experiences improved performance, allowing them to grow their client base.

- The reseller praises the proactive approach and remains loyal to the hosting provider.
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