

Figure 3.1a-_: Customer Listening and Learning Approaches

Customer Listening and Learning Approaches	Customer Types Deployed To				
	Current	Former	Potential	Customer Groups	Market Segments
Direct customer contact	X			X	X
Focus groups					
Complaints					
Customer surveys					
Customer visits					
Sales transactions					
Customer contact staff feedback					
Informal customer contacts					
Trade show contact					
Correspondence					
Phone calls					
Trade publications					

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

[Order a complete set of 'application ready in MS Word' Baldrige Application Response Templates](#)