

Do you really listen to what customers want?

When we pose this question, it's not just the people you are actively engaged in business with, we are also thinking about potential new customers.

Listening has always been important in any relationship, personal or business. It's even more important today as the customer has more choices than ever before. What's more, if you don't listen or they don't believe you are listening then with technology today, they'll find a way to have their say one way or another.

Over the past 12 months or so, MiQuando has sought the views of our clients & customers on a regular basis, using a combination of in-person and online questionnaires. The feedback we have received from well over 500 people has proven to be of tremendous value, helping guide us on people and product development.

Right now I'm sure you're thinking - *"So what's that got to do with me?"*

Well, we think our findings might be of value to your business, so thought we'd share it and maybe there is an opportunity for you to benefit from what we have learned.



One question we've asked of people a number of times is "What would they like to be able to book online"? The responses to this have been predictable in some areas such as restaurants with over 60% positive responses.

It was a surprise to us to find that the 4th most popular 'want' for online booking after travel, hotels and restaurants and was **"Entertainment"** – including Children's Entertainers, Bouncy Castle Hire, Face Painters, DJs, Bands and Musicians, Party Planners and so on.



A remarkable **33%** indicated they wished to be able to book these services online. When you consider that in the Isle of Man alone there is approximately 40,000 adult (16+) internet users this presents a genuine opportunity to fulfil a clear customer need with over **13,000** potential online bookers.

Internet based services are a critical issue for most businesses, with today's tech savvy customers fully expecting to be able to, not just research products and services via the internet, but continue that online experience to its logical conclusion - **fulfilment of the customer requirement.**

A quick recap shows us...

- There are **thousands** of prospective Isle of Man customers using the internet every day
- These **potential customers** want to do as much as possible online
- People are most active online during **evenings** and **weekends** (when your business is **closed!**)
- The days of offering just a **static web site** with a bit of information and contact details are long gone
- Businesses need to offer a full end to end online service to meet **consumer expectations**

Imagine the scenario where a prospective customer conducts a keyword search online using the MiQuando directory and is returned a list of businesses. In that list of businesses there are some (**yours**) that offer an online appointment booking service. The question is, will that customer **wait** until tomorrow and call or send you an email and **wait** for a response or simply go and choose the service they are looking for and book online **immediately**?

That scenario is today's reality. You can satisfy that customer need and have your business up and running quickly and easily in a couple of hours using the online booking service from MiQuando.com. We even provide the code for you to add a direct link from your website.

It's **100% Free** to use yourself and **just £1** per online customer booking. So what are you waiting for, demonstrate how good you are at listening to your customers and get started today at www.miquando.com or for further details contact our customer service team via email (mail@miquando.com) or call us on 0845 564 0000 (local call).