

# 6 BENEFITS OF ADOPTING AN ENQUIRY-LED APPROACH (ELA®)

*For Customers*

Leaders and Managers who adopt an ELA® use powerful questions everyday to unlock the potential of everyone around them.

1

## CUSTOMER ENGAGEMENT IMPROVES

...as people acquire the skills to ask their customers better quality questions

2

## CUSTOMER INSIGHTS STRENGTHEN

...as customers are better able to articulate their needs

3

## CUSTOMER RELATIONSHIPS GROW

...as customers are invited to engage on a more insightful level where their needs are understood

4

## CUSTOMER SATISFACTION INCREASES

...as innovation and service levels translate into increased customer satisfaction scores and increases in business

5

## CUSTOMER LOYALTY INTENSIFIES

...as satisfied customers repeat purchase and engaged customers become loyal buyers and advocates

6

## CUSTOMER REFERRALS INCREASE

...as customers develop high levels of trust and confidence, share their positive experiences and make referrals

For more information about a quick, easy and proven way to help your leaders and managers to adopt an Enquiry-Led Approach (ELA®) in less than six months, call us on +44 (0)1926 889 885 or visit [STARmanager.global](http://STARmanager.global)