MOONWALK



365

Days of Better Customer Experience

Weekly ebook No. 1

SEVEN DAILY ACTIONS

Know Your Customers

Dimitris G. Vratimos / Founder of Moonwalk

YOUR WEEK AT A GLANCE

See it through your customers' eyes

Read one tip a day and turn to the next page for three examples.
At the end of the week, choose one improvement with your team.

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MEET THE AUTHOR



Dimitris G. Vratimos

FOUNDER OF MOONWALK

Customer experience, loyalty and team development

EXECUTIVE EXPERIENCE

I'm a C-level executive with over 30 years of experience in international markets across several industries. I've led commercial and business operations and worked with organizations of all sizes, from very small businesses to large organizations.

WHAT I DO AT MOONWALK

I founded Moonwalk in 2016. I help businesses find where customers get stuck and make those steps easier. I design loyalty programs that give people a reason to come back, and help customer-facing teams build the skills to listen, communicate clearly, and handle difficult conversations.

Read more about my career on LinkedIn

https://www.linkedin.com/in/dimitris-vratimos-a50ab721

ABOUT MOONWALK

Turning customer experience into growth.

Moonwalk helps businesses see where customers struggle and turn those insights into improvements their teams can deliver.

Customer experience consulting
Review the customer journey and prioritize changes.

Loyalty programs and strategy
Give customers relevant reasons to return.

Customer service training
Build confidence in communication and complaint handling.

Market research, mystery shopping, and commercial audits
Understand customer needs and assess how sales and service work in practice.

Explore services at moonwalk.al

DAY 01 / THE TIP

Who Is Your Customer, Really?

A customer comes to you with something they want to accomplish. Two people buying the same thing may be looking for very different outcomes.

× WHAT TO AVOID

Describing customers only by age, location, or what they bought.

✓ WHAT TO DO

Listen for the situation that brought them to you and what a good outcome looks like to them.

DAILY ACTION

Ask three customers what they were trying to accomplish when they came to you. Write down the words they use.

The Lesson

What the customer is trying to achieve can explain which part of your service matters most.

DAY 01 / IN PRACTICE

Let's look at some everyday examples.

01 Supermarket · A shopper looking for dinner

× BAD EXAMPLE

"Take the chicken. It's on offer." The shopper says they only have ten minutes to make dinner.

✓ GOOD EXAMPLE

"How many people are you cooking for? How much time do you have?" If it's for two and they're in a hurry, show them a quick meal.

02 Shoe shop · A customer asks for trainers

× BAD EXAMPLE

"These are our bestsellers." The assistant brings out running shoes for someone who needs shoes for work.

✓ GOOD EXAMPLE

"Will you wear them for work, walking, or running?" If it's for work, bring a pair they can try walking in around the shop.

03 Bakery · Same product, different goals

× BAD EXAMPLE

The cashier offers a box of six to someone who wants a snack on the way to work.

✓ GOOD EXAMPLE

"Is it just for you or for a group?" Offer one pastry to take away, or help the shopper pick a mix for the group.

DAY 02 / THE TIP

Ask Before You Assume

A quick answer can feel helpful. One focused question can save the customer and your team from spending time on the wrong solution.

× WHAT TO AVOID

Jumping to a familiar answer before the customer has explained what matters.

✓ WHAT TO DO

Ask an open question, listen to the answer, and check that you understood it.

DAILY ACTION

Before offering a solution today, ask “What would make this work for you?”

The Lesson

A useful question can uncover something your usual reply misses.

DAY 02 / IN PRACTICE

Let's look at some everyday examples.

01 Fashion store · A shopper asks for a larger size

× BAD EXAMPLE

The assistant brings a bigger shirt. The sleeves feel better, but the shoulders are too loose.

✓ GOOD EXAMPLE

"Where does it feel tight?" If it's only the sleeves, bring the same size in a looser style.

02 Online store · A parcel hasn't arrived

× BAD EXAMPLE

The agent says, "Check the tracking link." The caller has already checked it and still needs an answer.

✓ GOOD EXAMPLE

"Do you need it by a certain day?" Check the order, then say when you'll call back, even if there's no news yet.

03 Retail · A customer returns a coat

× BAD EXAMPLE

The cashier starts an exchange for another size. The shopper explains the coat was too heavy.

✓ GOOD EXAMPLE

"What didn't work for you?" If it was too heavy, offer to show a lighter coat or explain how to get a refund.

DAY 03 / THE TIP

The Difference Between Needs and Wants

Customers often ask for a particular solution. Understanding the reason for the request can help your team offer an option that fits.

× WHAT TO AVOID

Treating every preference as a requirement or overlooking what the customer must have.

✓ WHAT TO DO

Ask what the request would solve, then separate the essentials from the preferences.

DAILY ACTION

Take one recent request and write down the must-have and the nice-to-have. Check whether your offer covers both.

The Lesson

When you understand the need, you have more room to find a workable solution.

DAY 03 / IN PRACTICE

Let's look at some everyday examples.

01 Electronics · A shopper wants the largest TV

× BAD EXAMPLE

On a sales call, the assistant pushes the biggest TV before asking where it will go.

✓ GOOD EXAMPLE

"How far is your sofa from the TV, and what's your budget?" Compare two sizes and say which fits their room.

02 Homeware · A shopper asks for a glass jug

× BAD EXAMPLE

The assistant points to the glass jugs. They don't ask who will use the jug.

✓ GOOD EXAMPLE

"Who will use it?" If it's for children, show a lighter jug with a handle they can hold easily.

03 Hotel · A room with a view

× BAD EXAMPLE

The agent says, "That room is sold out," and ends the call. The guest wanted somewhere quiet to sleep.

✓ GOOD EXAMPLE

"What matters most about that room?" If the guest wants quiet, offer a room away from the lift.

DAY 04 / THE TIP

A Customer Is More Than a Transaction

An order can be complete in your system while the customer is still waiting for instructions, delivery, or an answer.

× WHAT TO AVOID

Ending the conversation as soon as the sale is recorded.

✓ WHAT TO DO

Tell customers what happens next, when it will happen, and who to contact for help.

DAILY ACTION

Review one recent sale. Could the customer tell what would happen next without contacting your team?

The Lesson

A clear next step helps customers feel looked after after they pay.

DAY 04 / IN PRACTICE

Let's look at some everyday examples.

01 Furniture · A sofa is paid for

× BAD EXAMPLE

After taking payment over the phone, the seller says, "Delivery will call you." The customer doesn't know when to be home.

✓ GOOD EXAMPLE

Give a delivery window, ask about stairs or a lift, and tell the customer who to call if plans change.

02 Electronics · A customer buys a printer

× BAD EXAMPLE

The seller takes payment and hands over a leaflet. At home, the customer can't tell how to set up the printer.

✓ GOOD EXAMPLE

Show the setup guide for that model. Point out the right ink and tell the customer who to call if they get stuck.

03 Online shop · An order is placed

× BAD EXAMPLE

The order email says, "Payment received." It gives no delivery date or next step.

✓ GOOD EXAMPLE

Give an expected delivery date. Tell the customer when they'll get tracking and how you'll let them know about a delay.

DAY 05 / THE TIP

Look at Your Business Through Customer Eyes

Your team knows the process by heart. A first-time customer has to work out each step from the information you give them.

× WHAT TO AVOID

Judging a process only from the staff side of the counter or screen.

✓ WHAT TO DO

Start where a new customer starts and go through the same steps on the same device or channel.

DAILY ACTION

Try booking, buying, or asking for help. Write down the first place you have to guess what to do.

The Lesson

Walking through the process yourself can reveal an easy fix your team has stopped noticing.

DAY 05 / IN PRACTICE

Let's look at some everyday examples.

01 Online fashion · A first purchase on mobile

× BAD EXAMPLE

Staff test checkout with a saved address. They miss that new shoppers only see delivery costs at the last step.

✓ GOOD EXAMPLE

Try buying on a phone without signing in. If the delivery fee appears late, show it earlier.

02 Supermarket · Finding an advertised special

× BAD EXAMPLE

Staff know where the offer is. A shopper with the flyer walks past it and has to ask at the till.

✓ GOOD EXAMPLE

Walk in with the flyer and try to find the product. If it's hard to spot, add a sign or put the aisle number on the flyer.

03 Retail · In-store collection

× BAD EXAMPLE

The pickup email just says, "Collect in store." The customer waits in the checkout queue to ask where to go.

✓ GOOD EXAMPLE

Walk in and follow the signs. Add an arrow where you first hesitate, and name the pickup desk in the email.

DAY 06 / THE TIP

Find the Questions Customers Ask Most

Repeated questions show you where information is hard to find, unclear, or arriving too late.

× WHAT TO AVOID

Answering each question individually and leaving the source of confusion in place.

✓ WHAT TO DO

Look for patterns in calls, messages, and conversations. Put the answer where customers first need it.

DAILY ACTION

List the three questions your team answers most often. Pick one and improve where the answer appears.

The Lesson

Every recurring question gives you a specific place to make service easier.

DAY 06 / IN PRACTICE

Let’s look at some everyday examples.

01 Fashion · Checking stock before visiting

× BAD EXAMPLE

People keep calling to ask if their size is in stock. Some travel to the shop and find it’s sold out.

✓ GOOD EXAMPLE

Show stock by size and store if you can. If stock changes quickly, explain how to call and reserve a pair.

02 Furniture · Delivery to an upstairs flat

× BAD EXAMPLE

Customers keep calling to ask if the sofa can go upstairs. Staff read out the whole delivery policy.

✓ GOOD EXAMPLE

On the product page, say which floors you deliver to, what stairs cost, and what to tell staff about the lift.

03 Online shop · Returns

× BAD EXAMPLE

A customer calls to ask how to return an order. The agent reads out the policy, and the caller still doesn’t know where to start.

✓ GOOD EXAMPLE

Say, “Open your order email and click ‘Start a return.’ Have your order number ready.” Put the same steps in the email.

DAY 07 / THE TIP

One Customer, Different Needs

The same person may want quick information while browsing and reassurance when making a decision or asking for help.

× WHAT TO AVOID

Using the same script or level of detail at every stage.

✓ WHAT TO DO

Match your response to what the customer is doing now and what they need to move forward.

DAILY ACTION

Choose one customer journey. Write down what that person needs while browsing, deciding, and asking for help after purchase.

The Lesson

A customer's needs can change during a single relationship.

DAY 07 / IN PRACTICE

Let's look at some everyday examples.

01 Beauty store · Browsing, buying and using

× BAD EXAMPLE

The assistant gives the same sales pitch even when the customer comes back to ask how to use the cream.

✓ GOOD EXAMPLE

When they browse, compare two creams. At checkout, explain when to use the one they picked. If they return, ask what happened when they tried it.

02 Gift shop · A gift buyer comes back

× BAD EXAMPLE

The assistant remembers the customer bought a gift last time and takes them straight to the gift shelf.

✓ GOOD EXAMPLE

"Who are you shopping for today?" If it's for them, ask what they like and show two choices in their budget.

03 Electronics shop · Buying a laptop

× BAD EXAMPLE

On every call, the seller repeats the laptop specs. The customer wants help choosing, then later needs help setting it up.

✓ GOOD EXAMPLE

On the first call, ask what they'll use it for and compare two models. Confirm the total when they buy. Send setup steps after the sale.

ILLUSTRATIVE CASE STUDY

Why do shoppers call after placing an order?

What happened

A furniture shop got calls from customers who had ordered a sofa. Staff thought customers were calling to check the delivery date.

What the team learned

Customers wanted to know if the team would carry the sofa upstairs and what would happen if it didn't fit through the door.

What the shop could try

Explain upstairs delivery and what to measure in the order email. For two weeks, count how many people still call with those questions.

Your weekly challenge

Ask three customers, "What was harder than you expected when dealing with us?" Discuss their answers with your team and choose one thing to fix.

NEXT ISSUE / CUSTOMER EXPECTATIONS AND FIRST IMPRESSIONS

Share your customer experience challenge with Moonwalk

What we learned this week

Ask what customers are trying to do, notice where they get stuck, and make the next step clear.

QUICK TEAM CHECKLIST

Tick each item your team already does.

- [ ] We ask what the customer is trying to do before suggesting a solution.
- [ ] We ask a follow-up question when a request could mean different things.
- [ ] We find out why the customer wants something before offering an alternative.
- [ ] We explain what happens after the sale and who to contact for help.
- [ ] We try buying, booking, or getting help as a first-time customer would.
- [ ] We put answers to common questions where customers first look for them.
- [ ] We adapt our help when customers browse, buy, or ask for support.

Pick one unticked item to work on next week.

We'll _____ by _____.

GET IN TOUCH

Let’s talk about your customer experience.

What’s one part of your customer experience you’d like to improve? Tell us what’s happening.

DIMITRIS G. VRATIMOS
Founder of Moonwalk

EMAIL
dvratimos@moonwalk.al

TELEPHONE
+355 68 401 1771
+30 694 016 1655

INSTAGRAM
@moonwalkshpk

SCAN TO VISIT
moonwalk.al