LoftyBiz Weekly Customer Call Guide

Companion download for LoftyBiz 145 — Build What Customers Want: A Simple Product Improvement Process

Pick one main number that shows customers keep getting value, and keep only a few supporting numbers next to it. Look for a need your competitors leave unmet, and talk to customers every week. Use five steps: a clear vision, a team that meets customers, one shared list, a number for every feature, and decisions made together. Improve the product until people want it, then spend more on marketing.

1. Write down one main number

Ask: what number would show that customers keep getting value from us, again and again? Not visits. Not followers. In the video, Mei-Lin chose the share of new customers who order again within four weeks. Tomasz chose the share of groomers still active after three months. Keep only a few supporting numbers next to it, and move everything else off the main screen.

Prompt	Your notes
The number that shows customers keep getting value	
How you will measure it, and how often	
Four supporting numbers at most	
Numbers you will take off the main screen	

2. Weekly customer call guide

Every week, call a few customers and ask about the last time they used your product. In the video, Mei-Lin or someone on her team called five customers and asked: What did you cook? What did you skip? How long did it take? What did the kids say? The answers went straight into a list of changes. This week, call at least three customers.

Question	Their answer
What did you use last time?	
What did you skip, or not use?	
What slowed you down?	
How long did it take?	
Anything else we should change?	

3. One shared list, and one change

Put every answer into one list, not into private notes or someone's memory. Before you raise your marketing budget, pick one change from that list and say which number it should move. In the video, a fancy packaging design looked great but did not move Mei-Lin's main number, so she stopped spending time on it. A simple Sunday text with the week's menu helped more than anything else.

Item	Your notes
Change you will try next	
The number it should move	
When you will review the result	

4. The five steps (for the whole team)

1. A clear vision the whole team can repeat. 2. Connect the team with customers, including people who build the product. 3. One shared list of ideas. 4. Tie every feature to a number before it is built. 5. Agree together on the next changes, and give a small group ownership from start to finish.

Step	Your version
1. Vision, in one sentence	
2. Who will join a customer call this month	
3. Where the one shared list lives	
4. The main number every feature must move	
5. The next two changes you agree on	

Worked example: Mei-Lin, Raleigh (USA)

Mei-Lin runs a meal kit company in Raleigh. Every week she delivers boxes of prepared ingredients to busy families, at seventy-nine dollars a box. She chose one main number: the share of new customers who order again within four weeks. In her example, it was thirty-one percent. She kept four supporting numbers, found a gap (meals truly ready in twenty minutes that kids liked), called five customers every week, and shipped one improvement every two weeks. After four months, in her example, the share who reordered within four weeks went from thirty-one percent to forty-eight, with no extra ad spend. These are examples, not promises.

Worked example: Tomasz, Chattanooga (USA)

Tomasz runs a small software company in Chattanooga with a booking app for dog groomers, at forty-nine dollars a month. Sign-ups were fine, but many groomers cancelled within three months. His team had been building whatever the loudest customer asked for. He set up five steps, dropped a custom colour theme that nobody could tie to the main number, and instead built a reminder text and a faster way to rebook in one tap. In his example, after five months the share of groomers still active at three months went from about fifty-five percent to around seventy-two. Only then did he increase his marketing. These are examples, not promises.

Example figures. General education, not financial, legal, HR or tax advice. Results vary. These are examples, not promises. Fees and counts in the video are rough examples, not targets or forecasts.

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Settings in the video: Raleigh and Chattanooga, USA. Currency: USD. Systex is our own product. You can find Systex at loftybiz.net. Click the link in the description.