**Consumer Needs Assessment**

Name

Institution

Course

Instructor

Date

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When a company does not fully understand what is essential for its customers, fulfilling their desires or demands is hard. In most cases, companies assume the needs of their customers, which ends up costing them. That is why the most successful companies regularly engage their clients in interviews to ensure they get the deeper details of their needs. They understand their client's needs and true desires through customer needs assessment (Gibson, 2023). The results are essential in product making and service delivery. Customer retention is usually meeting their preferences. Thus, as the manager, this research aims to understand UPS customers' needs.

**Information to gather**

With UPS being a parcel shipping company, there are various details to collect from the clients to ensure that it provides the best services to them. One of the relevant pieces of information to gather is reviews on customer services. Based on SWOT analysis, one of the strengths of UPS is good customer service. However, some services might be unpleasing to certain target audiences. Thus, gathering customer reviews on services is essential to ensure that the company offers the best services to its clients (Kamburov-Niepewna, 2023). The other details to collect include customer details such as their location. The importance of locating these details is to help the company understand where most of its customers are. Understanding the location of the largest target market audience will help increase shipping services in the area. The other information to gather is customer complaints on shipping time and packaging. As the main business operation, customers will continue using and trusting UPS if parcels are delivered on time and well-packed. Thus, it is important always to gather what customers say about shipping services. More complaints would mean services are poor, and changes must be made to ensure the company does not lose customers.

The last details to collect include the personal details of the customers. The importance of these details is to help when planning on portfolio diversification. As an area the company needs to focus on, personal details such as age, occupation, and customer location would help choose the other services the customers need. For instance, if many customers are located in urban areas, and their occupations produce bulks of data, it would be an insight for the company to offer additional services like cloud-based services.

**When and how to collect the information**

Age and location will be continuously collected since customers make transitions daily on the company webpage. Therefore, there will be data continuously. Service quality and pricing can be collected through surveys and questionnaires. Since the company has most customers’ addresses and contacts, engaging them in surveys and interviews would provide information on what they need other than parcel shipping (Mesevage, 2021). The surveys and questionnaires would also give insights into customer needs concerning shipping time, prices, security, and packaging. Mostly, surveys and interviews would be done during parcel delivery. Engaging customers at this time would be effective since they already feel about the service quality.

**How collected information aligns with the organization’s need for change**

The main change in need for UPS is increasing portfolio diversification. Therefore, the collected details align with this change. For instance, target audience personal details would help the company have suggestions on what to venture on. Details on customers’ locations and occupations are essential to provide new services that address their unmet needs. Surveys and interviews on what the customers feel the company should offer other than parcel shipping will help UPS have options for areas to focus their diversification.

**How collected information addresses identified problems**

Among the major challenges identified is UPS depending on a single business activity. Other challenges include the company not operating on holidays. Therefore, these details will help in addressing these challenges. The necessity for portfolio diversification depends on customer needs. The company can assume that the consumers need a particular service and invest in the wrong practice. Therefore, there is a need to get information from the clients on whatever they feel the company should provide. The survey aims to have ideas on what is important for the clients and what needs special attention. That will help cut unnecessary costs the firm might incur developing new business activities.

Secondly, customer reviews on UPS services are essential for the current main activity and the new services the company will offer. Based on the customers' comments on the current customer care services, they will help UPS understand what needs to change or remain to ensure customer loyalty. For instance, many complaints about poor services will help the company understand what contributes to the poor services and develop strategies to address the issue. Also, the reviews will help UPS improve or keep the trend on new business activities. Good reviews imply the company can keep the trend on any new diversifications.

**How collected information aligns with strategic management principles**

Strategic management helps firms have strategies to help them remain competitive (Tucci, 2023). With the help of strategic management principles, a company can identify areas of potential improvement and have a strong market position. Normally, strategic management principles offer a practical collection of best practices for efficient company management to achieve the firm’s goals and desires. Therefore, the information aligns with these principles since it will help UPS identify possible growth opportunities. The firm will also identify the risks that can reduce the customer base. The information will also help UPS enhance its strengths and address any weaknesses that threaten its market share. Lastly, the information will help UPS choose the best area of diversification. That implies the information aligns with the strategic management principles necessary for effective firm growth.

**References**

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