# Tips for Finding Your Best Customers

*This is an extra resource to go along with the original article:*
*[How to Improve Customer Service to Reduce Cancellations](#)*

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*While every paying customer is a "good" customer, some customers will be a better fit for your SaaS. Here are a few tips for pinpointing your best customers so that you can better nurture them.*

### Define Your Ideal Customer Persona

Define your ideal customer by answering the following questions:

- What are their characteristics?
- What are their demographics?
- What industry do they work in?
- Where are they located?
- What are their pain points?

### Identify the Problem Customers

You'll know problem customers based on how much support they need. If they have endless support tickets, it's possible that they're not the right fit for your SaaS.

### Look at Customers Who Produce the Highest Amount of Revenue

Pinpoint the biggest spenders amongst your customers.

### Identify Your Top Referrers

Find the customers who refer the most business to your SaaS.