

The customer world

In 'the customer world' we will explore what it means to be a customer business and why it is a better way to do business. We explore how customers are changing, what they want, and how they want it. We describe how business can embrace these new expectations, work in new and exciting ways, and what impact it will have on your market and commercial performance.



Hello!

I am your customer.

Yes, a real person, a human being.

I have my needs and wants, to get through the day, and to achieve what I must. But I also have my hopes, dreams and ambitions.

For too long you have treated me as a name or number.

You group me into what you call a segment, or sometimes just a mass market.

But I'm not prepared to tolerate that any more.

I am me. Don't treat me like somebody else.

*Sometimes I might be very similar to others,
but I can also be very different and discerning.*

*In the old world, I realize I didn't have much choice.
I needed you more than you needed me.*

But things have changed.

*Now I have the power. Now I'm in control.
You need me more than I need you.*

It's time you started doing business on my terms.

In fact, why are you actually in business?

Just to make as much money as you can, from whatever you can?

Or to make a difference, to make my life better?

Why don't you learn a bit more about me? Come and listen to what I really want.

I'd love to tell you what I'm really trying to achieve.

Not just whether or not I want your latest gadget, gizmo or gumption.

Why don't we get together and find a way to really solve my problem?

I'd even be happy to pay more if you can really help me find the right solution.

Start thinking about my world.

Don't sell me travel tickets, help me explore the world.

Don't sell me running shoes, help me to run a personal best.

Don't sell me potted plants, help me to create a magical garden.

Stop telling me what you want to sell.

I have got a life, you know. I will buy things, but in my own time, on my terms.

Worst of all are all those unsolicited mail shots and phone calls.

They interrupt me and frustrate me.

And eventually make me hate you.

When I do want something, I expect it to be easy.

Come to me, or to places convenient for me.

And at times to suit me.

I expect what I've seen online to be in your stores or to be available by phone. And to be able to take it back to any of your places if I don't like it.

*But I want you to be open and honest about what the deal is.
None of those hidden clauses or additional costs.*

If I can get any book or music delivered to my door in 24 hours, why shouldn't I expect a new car, a new washing machine and new home to be just as quick?

And if you treat me with the best service when I'm a big cheese at work, then I don't expect to come back later and be treated like trash as an individual.

*Treat me well as an individual and I will tell all my friends how good you are.
I might even switch to you as a corporate customer too.*

I know you get rewarded for satisfying me. But frankly I expect much more than that. I demand 100% satisfaction and 100% delight too.

Every time I talk to your people. Every time I experience anything to do with you. It should be right, it should be excellent, it should be perfect.

*However, I don't want the same every time. Life's too short and a bit boring.
To be honest, I'd sometimes like you to surprise me!*

Which brings me to loyalty.

Whether I really want to come back again. And do. And buy more. And tell others. So you give me a plastic card. With something like a 1% discount.

Hmmm. To be honest, I think loyalty is something that has to work both ways. If you trust me, then care for me and do more for me; I might just do likewise.

I don't really want a relationship with a big anonymous company. I'd much prefer to get to know other people who share my passions.

For travelling. Or running. Or gardening. Real people like me.

The best thing you could do is help me build relationships with other people in my world. Help us to share our ideas and interests, and to do what we love most.

I'm then happy to buy your products. And delighted to be part of your community. And you might even find the things I say and share are valuable to you too.

I know you're a real person just like me.

But when you go to work you put your blinkers on. You restrict yourself to some artificially defined sector. Whilst I see a bigger, more exciting, more connected world.

You follow conventions and prejudices of your own making. Whilst for me, everything is possible.

It's simple, really.

You've just got to see my world. Do business from the outside in. Not the inside out.

Start with me, and everything else follows.

We can be real people together. Happy supporting each other. With so much more opportunity.

And more fun.

Together we can do extraordinary things.



