



Name: Barry

Classification: Good old fashioned service lover

Watch words: 'I may as well do it myself'

About Barry

Barry is a responsible and self-reliant tradesman who has worked hard all his life to provide for his family. He surrounds himself with his family, mates and work colleagues, frequently socialises down the pub/club and goes to the Mediterranean on holiday.

Barry sees himself as a 'practical' guy, who does not dress to impress, likes his DIY, pottering in the garden, tuning in to Sky Sports channels, reading The Sun, taking part in the odd pub quiz and darts/golf/snooker matches.

Not adverse to new technology, Barry simply does not get it, other than Sky+. He is happy with his basic 'pay as you go' phone and does not see how technology can help him practically in business or personal life. To Barry, 'Twitter' is when birds sing in the morning and Amazon is in South America.

Barry does not text, have regular internet access, have an email account or a social networking profile as he likes to communicate by phone, paper or in person. He is much more likely to be at the trade counter of his local plumber's merchant than the check-out screen of an online store.

To Barry, quality family time is important with limited or no interruptions. His need for a quiet, easy life is essential without lots of distractions. As a consequence Barry works in work hours and takes it easy the rest of the time. He expects companies to provide a service to him, not the other way round.

Barry & customer service

Barry loves good old fashioned service and often harks back to the days when banks had managers, garage forecourts had attendants and everyone had manners. He really would like to 'see something in writing first' and absolutely hates it when call centres do not know who he is or expect him to repeat something he has said already.

Barry is amazed when new technology works (as with his love of Sky+) and has lots of people to tell when he is happy, even more when he is not. Little things work especially well for Barry, such as addressing him formally on answering a call, getting information straight in the post and providing details of where he can see something for himself (such as a nearby retail outlet). Wherever possible, give Barry the chance to communicate in working hours, in person and in writing.

An example

Because Barry is uncomfortable with technology he needs you to 'do it now', otherwise he does not believe it will happen, without the reassurance that something is 'in the post' or 'confirmed'. Whatever you do, avoid making Barry serve himself using technology as he will do it himself at somewhere more convenient, which usually means a place he can call in personally and speak to someone.