



**Name: Gary**

**Classification: Digital DIY dude**

**Watch words: 'I've done it already, this morning on the way in'**

# About Gary

Dynamic Gary organises his professional and personal life at the touch of a button via his iPhone. Gary's life is all about technology, design, functionality and speed. The same things that will make a success of his career as he continues to rise through the middle management ranks.

He is a materially and technologically sophisticated consumer, spending considerable amounts of money on 'lifestyle' products and services. However, a significant proportion of Gary's disposable income is spent on high technology products, not just household durables, but new digital products, flat screen HD TV's and computers.

Mobile technology is second nature to Gary as he shops, banks, books, socialises and shares information via text, emails and social networking sites. Gary's phone calls are often to confirm that he has done something, sent something or arranged something already – it is another opportunity to demonstrate his efficiency and ability. Serial social networker, Gary is linked into Facebook, Twitter, LinkedIn and You Tube. He updates his profiles for clients and friends frequently from his iPhone.

Peer group respect and 'being seen to be doing well' is a high priority for Gary and he prefers to 'splash the cash' than to save it, as retirement is a long way off. Above all else, he likes to be the first to do something, as it helps prove an edge he hopes will ensure his social and career success.

## Gary & customer service

Gary is in a hurry, both in life and in terms of his career progression. He can not wait for organisations and absolutely loves self service. He is the man who 'pays at the pump', uses the supermarket self checkout aisles, prints his boarding cards and buys his girlfriend chocolate online.

Gary does not just want to 'do it himself' he wants to be the first to try a new service and quickly establish himself as a regular user of the technology. As such, Gary has little time for formalities such as written correspondence and procedural delays.

## An example

Gary's heard there is a new iPhone app for the competitor of his favourite online retailer – so he is changing. He will give it a go in the morning when he drops his car in to the garage for a service – he has just changed dealerships as the new one let him book a courtesy car on line and sends text reminders when the MOT is due.