



**Name: Gordon**

**Classification: Grumpy Old Man**

**Watch words: "Technology is commercial hype & a waste of my time"**

# About Gordon

Fed up, grumpy and intolerant is the best way to describe Gordon and he gets on his soapbox about everything. He places high value on personalisation, whether in his local restaurant where he demands to be greeted by name, or expects a personal banker at his high street branch, Gordon just likes everything to be 'right', so don't ignore his requirements, otherwise everybody will know about it.

Gordon is a high performing barrister heading towards retirement; he lives in very expensive housing, outsources many of his consumer activities and is divorced, as partners can never put up with his ways for long.

In his spare time, Gordon frequents the theatre, goes on holiday to expensive resorts, eats out most nights, likes to peruse the broadsheet papers and writes to his local MP or service provider to complain about something.

Modern technology to Gordon is just 'noise', 'commercial hype' and is a sign of 'laziness' and he refuses to integrate technology into his personal and business life. Gordon thinks the world's love affair and fascination with technology is ridiculous, and routinely protests against anyone who expects him to conform.

So how does Gordon manage in the world of instant messaging, emails, social networking, mobile internet and online systems? Gordon employs a PA to run his business and personal affairs; as Shirley offers that personal touch and is more cost effective than anything done at a 'click of a button'. Mind you, he uses a mobile phone to call Shirley when he is out of the office, often demanding client updates and instructing her to pick up his dry cleaning.

## Gordon & customer service

Gordon is very old fashioned and he likes to organise his business and personal affairs over the phone or in writing. He refuses to deal with organisations that require him to use texts, instant messaging and online services. Any company asking him to conform will lose his business, as well as receiving an abrupt written complaint.

Expecting Gordon to 'self serve' will not work, as he is unlikely to change the way he communicates. Gordon has a high disposable income, and spends lots of cash on consumer products and services. He is acutely aware of his value and importance as a customer and can be heard uttering the words "do you know who you are talking to" when things go wrong.

After a lifetime of great personal service from his tailor, accountants, financial advisor and the staff at his 'clubs', Gordon expects the same level of service in all things.

## An example

Gordon always does everything right. If you do not do the same, woe betide you as Gordon will make it known to everybody. Gordon demands the personal touch, whether he is booking theatre tickets, a holiday or discussing his banking arrangements with his banker. In most instances he will ask his PA to sort out his affairs, but where it suits him, he will get involved.

Gordon is quick to fire off letters of complaint when things go wrong, so it's critical to capture and record details of his dealings with you. These expectations are often unrealistic, so proactively setting and advising service levels is critical.