Name: Jenny

Classification: Fire & forget consumerist

Watch words: 'I think your service is sick'

do the **right** thing

numéro

streamlining customer journeys

About Jenny

Happy, 'go-getter', carefree Jenny is a student and shares a flat with her mates. The environment in which she lives has become 'student friendly', with an abundance of fast food restaurants, bars, clubs, Internet Cafes, and letting agencies to meet demand.

Jenny is very 'switched on' to the internet, using it as a source of information, to conduct shopping and banking transactions and to communicate with her mates via Facebook, Twitter, MSN and others. She is very mobile and dynamic, and uses the internet on the go, via her iPhone – she is part of the 'fire and forget' generation, sending messages at a touch of a button, expecting a response without having to chase.

Jenny's life is well documented, as she likes to share blogs, photos and video footage with her global mates on social networking sites and via her iPhone. She uses language that conforms to her social groups and chosen methods of communication, rather than grammatical rules.

The ultimate consumerist, Jenny always wants more and can't wait. She has all the latest modern accessories: flat screen TV, mobile computer, iPod, DAB radio, mostly brought from her family home. Despite her mounting debts, her attitude to financial matters is somewhat carefree, as she believes it will 'take care of itself in the future'.

Socialising with her mates takes up a lot of her time; in the form of drinking, going to clubs, music, cinema, sports and online computers games. However, Jenny may be stretching her finances to the limit, as well as having a part time job, she may have a credit card and cash from her parents to help fund her lifestyle.

Jenny is up-to-date with social and political issues, and is abreast of current national and international news. She is likely to read the broadsheets, as well as receiving news updates via her mobile device.

Jenny & customer service

Jenny sends messages to her favourite online stores and can't wait for the reply. She frequently buys online and always seems impressed when her friends, hairdresser or favourite brands send sales promotions to her phone. Jenny does not use a landline phone, would not dream of writing letters and hates filling in forms.

Jenny is impatient but simply moves on if she does not get a reply to the messages she frequently fires to friends, companies and communities. While she rarely complains, ignore Jenny at you peril, as she constantly shares good and bad experiences with a large network of friends, acquaintances and 'followers'. Perhaps most importantly, Jenny is a big advocate of organisations that let her communicate via text, email, online chat and social networks. She has little time for brands that don't speak her language or belong in her 'world'.

An example

If Jenny's new dress arrives at her mum and dad's address the morning after a late-in-the-day online order (in time for her night out when visiting the family home), she'd love to send you a text applauding your sick (meaning great) service or post a tweet to the same effect on Twitter.