



Name: Mike

Classification: Audit trail trouble-shooter

Watch words: 'I just don't have the time for all this'

About Mike

Businessman Mike is successful, wealthy and lives in a leafy metropolitan suburb. He works extremely long hours and his family life tends to be interrupted by work. Mike spends lots of money on a wide range of services to make his life easier, employing gardeners, builders, decorators, au pairs and cleaners.

His disposable income allows his family to enjoy luxury holidays, private sports clubs, a second home, private education and many more high priced items and activities. His purchases are often for status reasons and to make-up to the family for not spending enough time with them.

The days of a PA are long over, so Mike has had to use technology to organise his personal and business life. He is now technologically astute and has all the latest gadgets to make his work life easier and more effective. After all, time is money. His Blackberry is switched on 24/7, his laptop shares his long working hours and (like the old 'Martini Ad') conducts business anytime, anyplace, anywhere. These technological advancements have also shrunk Mike's world so he is frequently travelling in pursuit of business opportunities. His mobile devices keep him connected at all times whether at home, in a hotel on or the hoof.

Mike has become a savvy networker as he attends breakfast networking groups, has a profile on LinkedIn and sends circular emails to make-up for not having time to catch-up personally. In an ideal world, Mike would prefer to call business contacts, but realises the power of these online tools can make-up for the shortfalls of his schedule.

Mike & customer service

Mike is a formal communicator as it provides the audit trail he needs to keep track of his life. He will often take the belt and braces approach of backing-up one form of communication with another, as he knows he will not have time to chase things through. It is not unusual for Mike to send an email, letter and fill-in an online form on the same subject.

Mike does not suffer fools gladly and expects fantastic customer service – after all if he can respond quickly, why can't you? His impatience is a factor of his limited free time and he will complain loudly, in many ways, if you do not meet his expectations or respond when he expects you too. Mike will only send a text as a last resort and will take great offense if you respond to any of his requests with standard, non-personalised communication.

An example

If Mike does not get a timely reply to the email and letter he sent, he will go online and pick up the phone – typically at unusual hours. He might have a complaint or simply need the reassurance that you have got everything in hand. Either way, he will expect you to 'know who he is' and have all relevant information at your fingertips.