

do the **right** thing

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streamlining customer journeys

# The little book of big customer expectations

**How different customer characteristics affect their customer service expectations and preferences.**



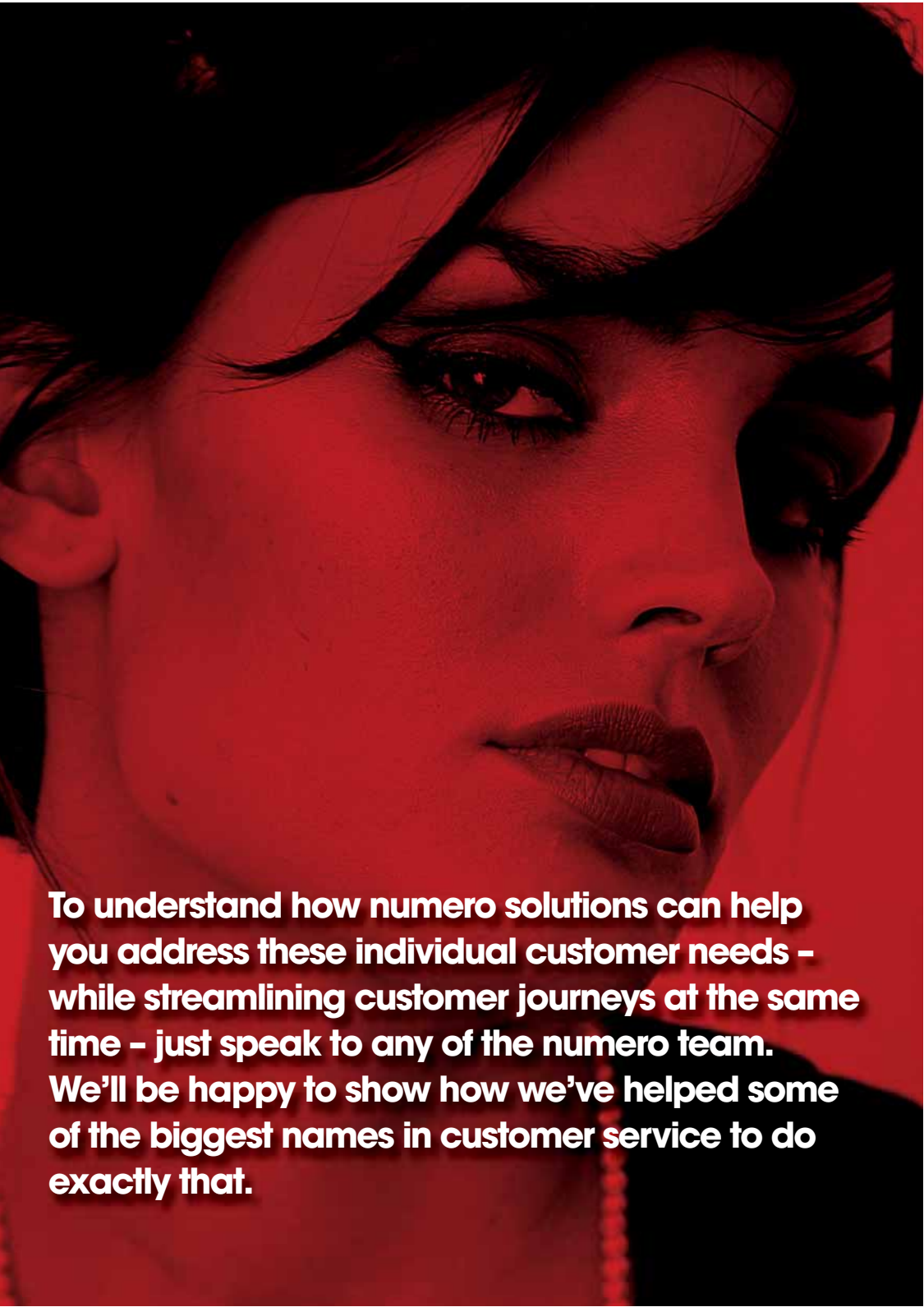
The world is shrinking. The times when people expect service expanding. The ways to communicate multiplying. And customer expectations keep rising. In fact, we now live and work in a 24x7 connected world in which demands are greater than ever.

Customers no longer accept being treated as a number, handled by machines or told to wait. It's not enough to let customers call you at certain times, they expect to make contact on their terms, in their time using their chosen method of communication. And, they demand personal service now, whether they've called or simply submitted a message. Fail to respond in a timely and knowledgeable way and they'll go elsewhere or worse still complain like crazy.

Smart organisations embrace the change, recognising the competitive advantage of treating large numbers of customers as individuals. They also know that customers who can choose when and how they interact with companies (from phone to fax, text to web and more) are more likely to be brand loyal for longer.

numero solutions ensure you can interact with consumers on their level, using their preferred methods of communication. And, most importantly, our solutions support the fact that different consumers have different characteristics and different ways of doing things.

Proprietary numero research has identified a number of consumer groups, each with different lifestyle characteristics and communication preferences. The numero consumer profiles in this booklet provide a flavour of what these segments want from customer service and the type of interaction they prefer – all of which can be supported with the help of numero. Through our ongoing research we will identify additional segments, the details of which will be published on [www.thisisnumero.com](http://www.thisisnumero.com)



**To understand how numero solutions can help you address these individual customer needs - while streamlining customer journeys at the same time - just speak to any of the numero team. We'll be happy to show how we've helped some of the biggest names in customer service to do exactly that.**



**Name: Jenny**

**Classification: Fire & forget consumerist**

**Watch words: 'I think your service is sick'**

# 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 your 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 slick (meaning great) service or post a tweet to the same effect on Twitter.



**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.



**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 seems 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.



**Name: Anne**

**Classification: Silver surfer**

**Watch words: 'I'm not dead yet you know'**

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# About Anne

Pensioner Anne is witty, intelligent, has an active lifestyle and is well known in the local community. She's using her retirement to the full, to re-engage with a wide variety of activities that were previously abandoned due to her hectic work and family commitments.

Anne belongs to several non-profit organisations, attends bridge circles, is a part-time student and loves to travel. She has many peers who, like her, have full social diaries and less free time than when they were working.

'I am a techno phobic' are words muttered by Anne, but she soon realised the power of the internet as it has connected her to friends and family overseas. Anne now uses Skype regularly and is amazed that it costs her nothing. She also sends emails that are more like letters and take an age to compose. However, nothing beats a good letter, greetings card or long chat on the phone.

Anne owns a mobile phone but does not use it for texting or surfing the internet. She tops it up every few months, typically uses it for emergencies only and much prefers the landline phone as phone conversations are a planned event.

Anne keeps abreast of current affairs by reading the broadsheets and watching TV documentaries. The internet is used to supplement her knowledge, as well as researching holidays and consumer products. Anne thinks of the internet as being something like a library and will take care to choose her trusted 'authors' carefully.

## Anne & customer service

Anne is very understanding of the modern world and the need to move on. Whilst she prefers good old fashioned service (just like Barry), Anne understands her grown-up children and school aged grandchildren better than anyone. As such, she knows 'all this technology' is good for the future generations and will not be a fuddy-duddy that stands in the way of progress.

Anne will write, email and phone organisations. In a planned, almost military exercise, she will have all the required information to hand and expect you to have the same. Her chosen style of communication is long, precise and unhurried. She has set aside more than enough time to achieve what she needs to and expects you to do the same. Be sure to know everything relevant about Anne when she makes contact or you will be firmly reprimanded.

## An example

Anne always does everything right. If you do not do the same, woe betide you as Anne will make it known to the highest authority she can find by searching the web, contacting Citizens Advice and even referring matters to her local MP. Anne is a time-consuming customer to take care of as everything comes in chapter and verse, however anticipate what Anne needs and she will become a fan of service that lets her continue with a busy social life.



**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 YouTube. 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.

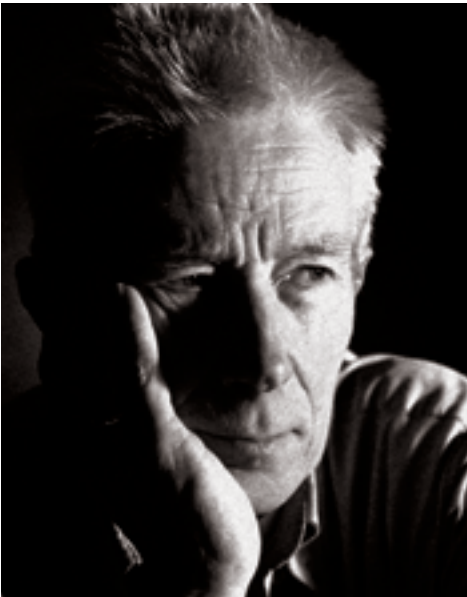
## Gary & customer service

Gary is in a hurry, both in life and in terms of his career progression. He cannot 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 online and sends text reminders when the MOT is due.



**Name: Gordon**

**Classification: Grumpy old man**

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

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# 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.

# About numero

numero is a successful British business that has grown rapidly since its formation in 2001. The company employs over 60 people from headquarters in Stockport, England. The vast majority of whom are focused on software development and professional service delivery. We are very proud of our UK development centre which is a key differentiating feature of the business as we can quickly and professionally develop new features and functionality to meet the needs of clients.

numero clients include many of the top UK corporates with 3 of the top 4 business process outsourcers (BPO) in the UK utilising our solutions along with 35 other major organisations involved in retailing, public services, online, outsourcing, financial services, publishing, broadcasting, travel and mail order.

Clients are supported by the 3 cornerstones of the numero business, namely:

## numero act

This step-by-step process is provided free-of-charge to clients and establishes findings for the business case (including ROI, immediate benefits and longer term gains) along with proposals that relate directly to the real world situations clients face.

## numero uno

The state-of-the-art customer service solutions numero creates for contact centres, web applications and back office functions are powered by the numero uno software platform. numero uno streamlines customer journeys via any communication channel including phone, email, online and written correspondence.

## numero pro

Our professional services organisation - numero pro - provides a complete portfolio of services to clients, encompassing everything from pre-sales consultation to post implementation support. Providing everything needed to ensure that client projects are scoped, designed, implemented and supported to the highest standards.

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