

# Understanding Your Customers

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## PRESENTATION TOPICS

### Why it matters

- What it means to be customer-centric
- Adopting the customer mindset
- Why demographics are never enough – the real person test
- It's complicated: Rational vs. Emotional brain
- Connecting on an emotional level

### Go Fishing

- Overwhelming flow of data
- Gap between available sources and percentage of business people mining them
- Fishing holes: customer databases
  - Leverage opportunities to share resources and/or costs
- Rivers & streams: web data, social data
- Challenges re: using big data for insights

### Ask Questions

- Consider all the constituencies you can question
- Customer satisfaction: identify practical and tactical improvements
- Strategic planning/new product development
- Customer segmentation
- Brand awareness and perceptions

### Tools & Techniques:

- Free and low-cost survey tools
- Omnibus studies and Google Surveys

### Buy Coffee

- Interact with customers in a contextual setting
- Get insights on issues that weren't on your radar – or your survey
- Gather important data quickly and "anonymously"
- "Representative" can be overrated
  - Representative data aren't helpful if they cost too much or take too long to collect and analyze
  - Non-representative consumers often lead the way on new products – harness them for product co-creation
  - Consistent trends and "ah ha!" moments can emerge quickly, after just a few conversations

### Tools & Techniques:

- Usertesting.com
- In-person interviews and usability
- Omnibus studies and Google Surveys

### Return to the Customer Mindset

- Understanding where/how you fit into their lives
- You are not the customer
- Use of personas for research and shared customer understanding

## **Recap**

- Adopt a customer mindset
- Demographics are the tip of the iceberg
- Customers are complex, emotional and irrational -- just like you
- But YOU ARE NOT YOUR CUSTOMER!
- Go beyond data to insights – ask questions of your data
- Ask questions of your customers – but not just about your industry or offerings
- Take advantage of low-cost tools and techniques we've discussed
- If you truly understand your customer, you will be rewarded