

progressing business

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The Customer PART 2

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In the last edition of Progressing Business eZine, we talked about understanding your customer or potential customer's perception of your company and the products or services you deliver.

As a quick review, you may recall that you need to ask yourself these two questions:

1. What are you selling?
2. Who are you selling it to?

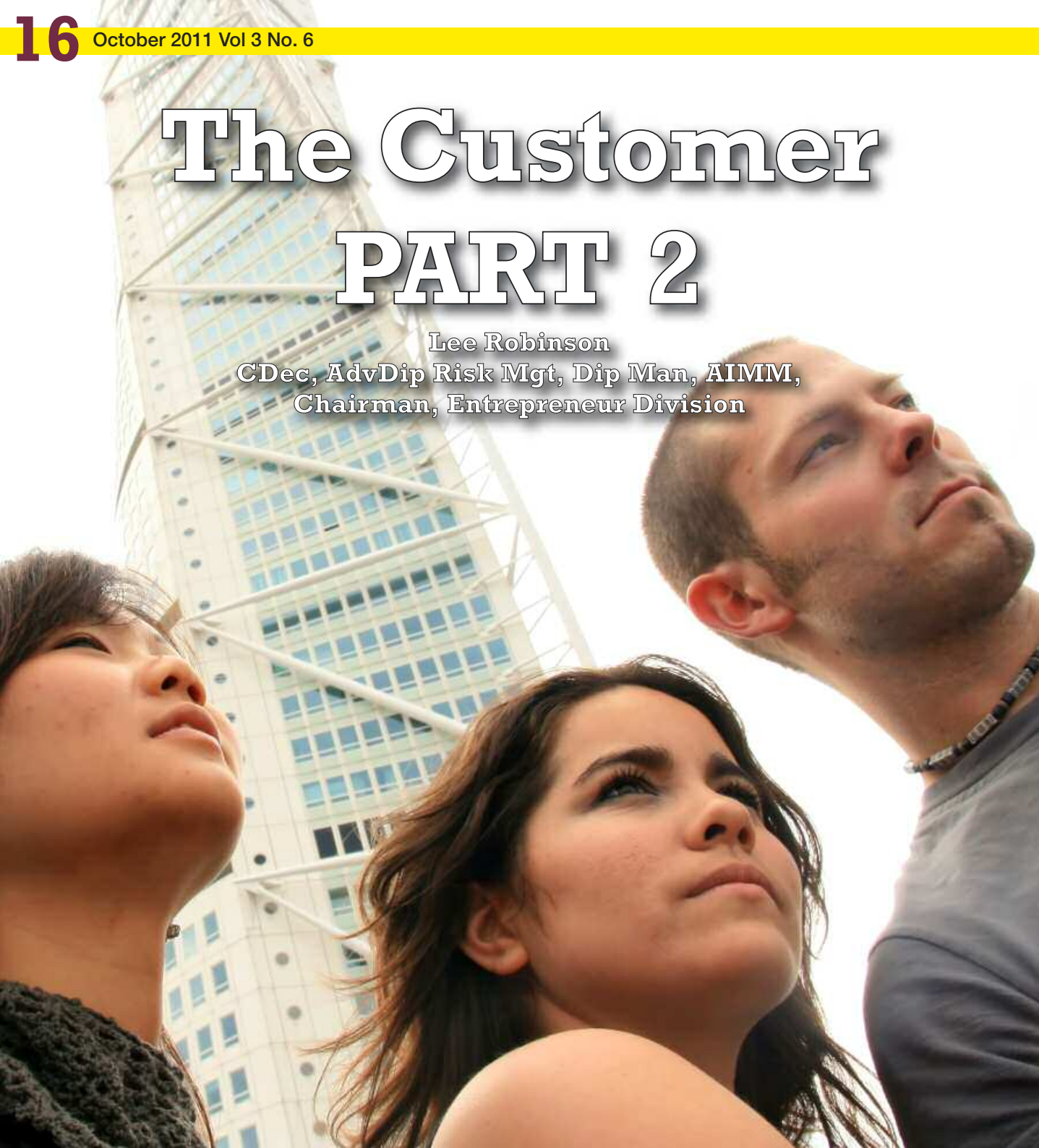
We broke these two questions down to fully understand our customers or perspective customer's emotion about dealing with your organisation, using your product, owning your product and buying your product. Fully understanding your client's emotions about these things will help you build customer advocacy and assist you to build your corporate governance and strategy for success.

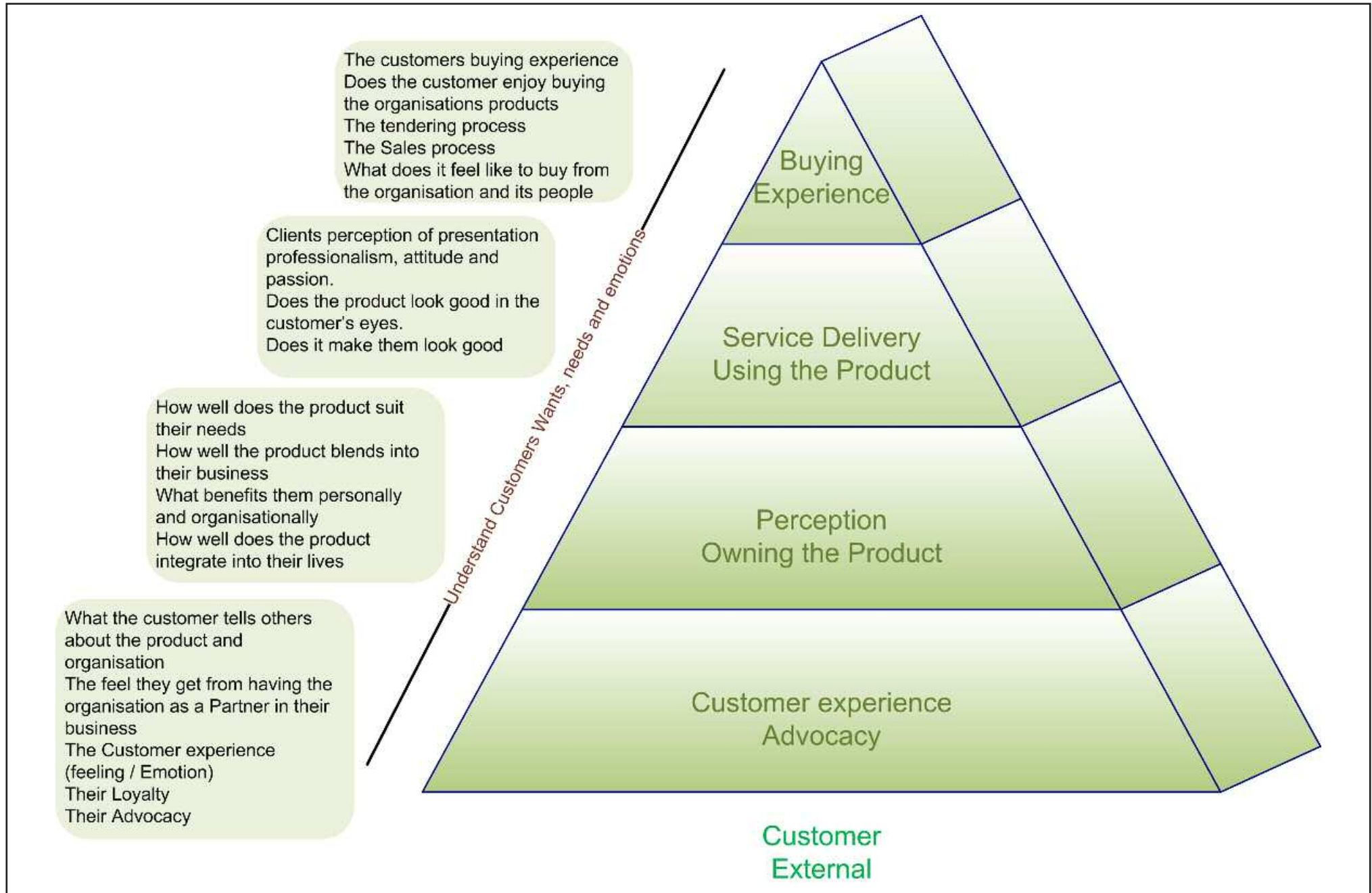
We MUST fully understand the relationship between your product and your customer so that you can develop a strategy to provide your customer with a full and complete experience with your company and the product.

The diagram on the following page breaks down the steps you should take.

Start at the bottom and work up. Firstly look at the customer's perspective of your organisation or what you would like this perception to be. What would you like your customers to say about your organisation and why they use you? Imagine your customer is at the pub with a business associate and he or she announces that they enjoy using your organisation for reason A, B and C. An example might be "I love working with XYZ Company because they make my job easy" or maybe "I only use XYZ Company because I know they deliver first class service this allows me to keep my clients happy." Again we need to look at the emotion your customer experiences by having a relationship with you and your company.

Next, look at the emotion your client experiences by owning your product or service. Remember owning the product is different from using the product. Imagine owning a Lexus or BMW; the feeling from owning the car and having it parked in the driveway is a different feeling from zooming down the highway. Owning can be more a feeling





of pride and being successful where using the car can be the feeling of comfort, safety or “hooking into corners” and the like.

Take the Apple iPod for example. They look and feel good and you can feel very cool walking down the street with white earphones. That’s the feeling of owning the product, but the feeling of using the product is very different as you turn up the sound and start singing out loud and everyone looking at you as if you’ve gone mad.

So examine what experience you want your customer to have from owning the product. Is it status, pride, warm or security or some sort of nice ooey gooeey feeling? Determine what you would like this feeling to be so that you can design your strategy for this.

Then look at the emotion your customers get (or will get) from using the product or service. Let’s say you’re a commercial cleaning company, what are the sorts of emotions you want your customers to experience from using your cleaning service. I could suggest your client would feel proud of his property when he or she walks into the foyer each morning or when a tenant tells him or her how fresh and clean the amenities are, or a feeling of hygiene, homeliness and comfort when using the amenities.

As mentioned in the last issue, you need to find out what sort of emotions you want your customers to experience so that they will become your product and organisation’s advocates. Ask current clients and others what emotions they experience from their suppliers whom they would advocate. Just a little hint here though, don’t ask your family, spouse or friends, they will suggest what is easiest for you and not the real perception of your client.

The last part of the exercise to identify your customer is to explore what it is like for your customer to buy your product from you and your Company. This is the buying experience. What does it feel like as a customer to go through the buying experience and to actually buy your product or service?

Even Government and not-for-profits need to consider this as they still provide services and must consider why a member of the public may or may not consider using a service. The buying experience extends to tenders and submissions, cold calls and networking and right through to the final delivery of the product or service. An example of

this is the Lexus Salesman who took the time to find out what sort of music the buyer likes and delivered the new car with \$200 worth of CD’s. Consider the whole buying experience and how you want your customers to feel.

Remember to match these customer expectations with your product. For example when you go to McDonalds you probably expect fast, cheap and “some degree” of quality. You would not expect this when buying a BMW.

Once we have explored these four areas of the customer, and only once we have, we can move on to building governance and strategy. If you build governance and strategy without the thorough consideration of your customer, there will be no alignment with the internal side of your business to the external side (the customer).

RECAP

Just a recap to review the steps required before you should consider governance and strategy. Work out who your ideal and typical customer will be. Align your product or service to the customer. It is no use trying to sell ice to Eskimos. You must fully understand who your client will be and how they think – get into their skin - into their minds.

Explore the emotions of your typical customer by considering the relationship they have with your company, using the product or service, owning the product or service and buying the product or service. Only then can you design a successful strategy for your business and successfully market to the right client. This exercise could save you substantial money in marketing because you will be marketing to the target audience and delivering the right message through the right media.

Conduct research with your team and with customers or prospective customers. Ask you customers and your competitors’ customers what emotions and feelings they get or want from using a company and their product or service that you have. See them personally or conduct surveys to get these answers. Explore the emotions as buying, owning, using the product or service and the emotions about dealing with your company, emotion is always involved in the buying of a product or service and it keeps the customer coming back.

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Excerpts of Chairman’s Report to AOQ-QLD AGM

Continued from page 14

- Queensland Business Improvement Centre (QBIC)
- Queensland Quality Centre (QQC).

In order to strengthen our focus on operating Australia-wide rather than being limited to Queensland, we have registered two new business names:

- The Australian Quality Centre (AQC), and
- Australian Business Improvement Centre (ABIC).

We now market our services under the following names:

- The Australian Quality Centre (AQC)
Conduct training in all Quality Management technologies including:
 - Training in quality management and auditing, including Diploma in Quality Management
 - Consulting in quality management
 - Auditing in quality management
- Australian Business Improvement Centre (ABIC).
Conduct training in all business improvement technologies including
 - Lean Six Sigma
 - Cert III and IV in Competitive Manufacturing
 - Diploma in Frontline Management
 - Diploma in Business management
 - Progressing Business Institute Ltd (PBI)
 - Gold Award for Business Excellence
 - Progressing Business eZine
 - Professional Registers for Auditors and Lean Six Sigma Professionals
 - Research

LOGO & TRADE MARK

After much consultation and deliberation we have developed a new logo to represent our new approach and which now appears on all publications.

The AOQ-QLD has a Registered Trade Mark “AOQ-QLD”.

ELECTRONIC COMMUNICATION WITH MEMBERS

We have now established the organisation in the social media with two sites:

Continued page 26



The World trusts Minitab for the right tools.

Chefs know the right pan for their dish. Carpenters know the right blade for their wood. Artists know the right brush for their paint.

Quality professionals know Minitab makes the tools they need to deliver results. And research has shown Minitab customers get better results from their improvement projects.

That's why thousands of organizations in nearly 90 countries trust Minitab for the right tools.



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for analyzing data

Quality Companion
for managing projects

Quality Trainer
for learning statistics

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herramientas adecuadas

올바른 도구

outils adaptés

správné nástroje

価値あるツール

правильный инструмент

odpowiednie narzędzia

Passende Werkzeuge

权威的工具

ferramentas adequadas

Call for Papers / Presentations / Case Studies / Seminars

The Progressing Business Institute conferences for 2012

LeanSixSigma2012

LeanSixSigma2012

23-24 April 2012

Theme:

Strategic Insights from Research and
Practice in Lean Six Sigma

Streams: Deployment, Project Delivery

Type of Presentation:

Research, Practice, Case Study

Technology:

Lean, Six Sigma, Lean Six Sigma

Closing Date for Abstracts:

31 January 2012

www.pb institute.net/LeanSixSigma2012.htm



AgedCare2012

May 2012

Theme:

Optimising Knowledge Transfer Through
Effective Management Systems

Streams:

Management Systems, Quality, Auditing,
Management Training, Lean, Six Sigma

Type of Presentation:

Research, Practice, Case Study

Closing Date for Abstracts:

28 February 2012

www.pb institute.net/AgedCare2012.htm

Pharma2012

Pharma2012

July 2012

Theme:

Improved Management Structures for
Delivery of Bottom Line

Streams:

Management Systems, Quality, Auditing,
Management Training, Lean, Six Sigma

Type of Presentation:

Research, Practice, Case Study

Closing Date for Abstracts:

30 April 2012

www.pb institute.net/Pharma2012.htm



EnergySummit2012

August 2012

Streams:

TBA

[www.pb institute.net/
EnergySummit2012.htm](http://www.pb institute.net/EnergySummit2012.htm)

BusImprove2012

September 2012

Theme:

Be Ready For Recovery

www.pb institute.net/BusImprove2012.htm



Sharing knowledge, experience and promoting best practice in business continuity and disaster recovery planning

We are an active network of organisations that share an interest in seeing that their business continuity and disaster recovery plans are resilient and continually reviewed.

Our goals:

- Provide a forum for discussion on business continuity and disaster recovery
- Educate and inform members and the business continuity community
- Encourage development and implementation of business continuity plans

Our members:

A variety of blue-chip companies from:

- Banking and Finance
- Government
- Security
- Transport
- Utilities
- IT and Telecommunications
- Manufacturing
- Retail

Member benefits:

- Member and specialist meetings in Australia and New Zealand
- Conferences and Training
- Surveys and Benchmarking
- Resources and Member Support

EventsCalendar@www.continuity.net.au

Visit our website www.continuity.net.au for more information or email support@continuity.net.au to be added to our email alert list.