



7 ways to create great customer relationships

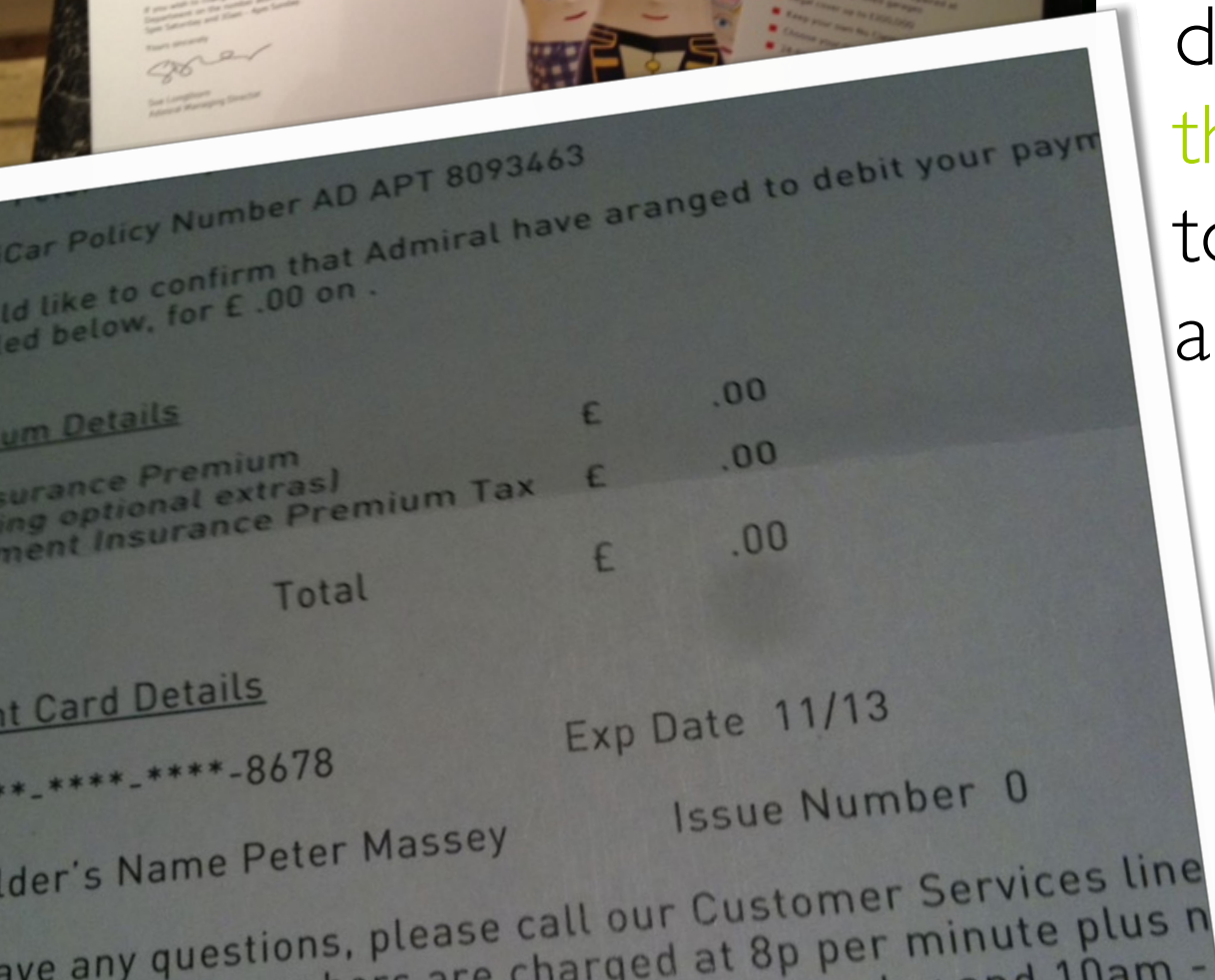
Contact Centre Helper

Version 0.3

3rd October 2019

We've helped many businesses





How do we stop
doing **dumb**
things
to our customers
and our people?

budd

Great customer relationships - a quest as old as time

1

Basics before delight

2

Get rid of the dumb stuff

3

Choose the right customers

4

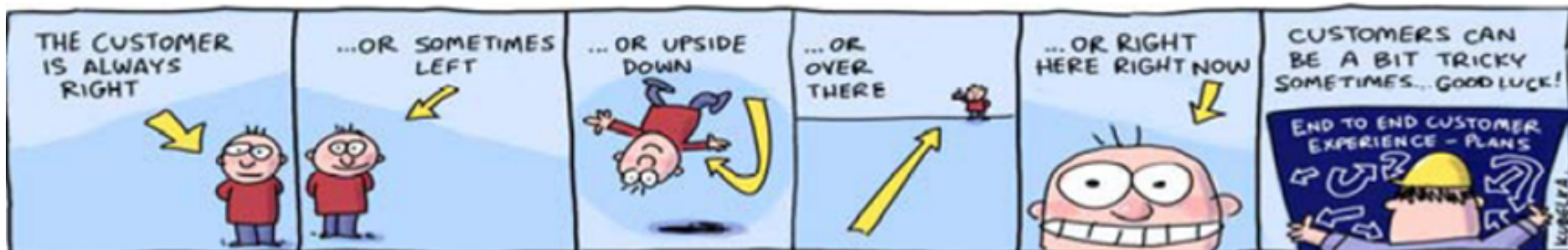
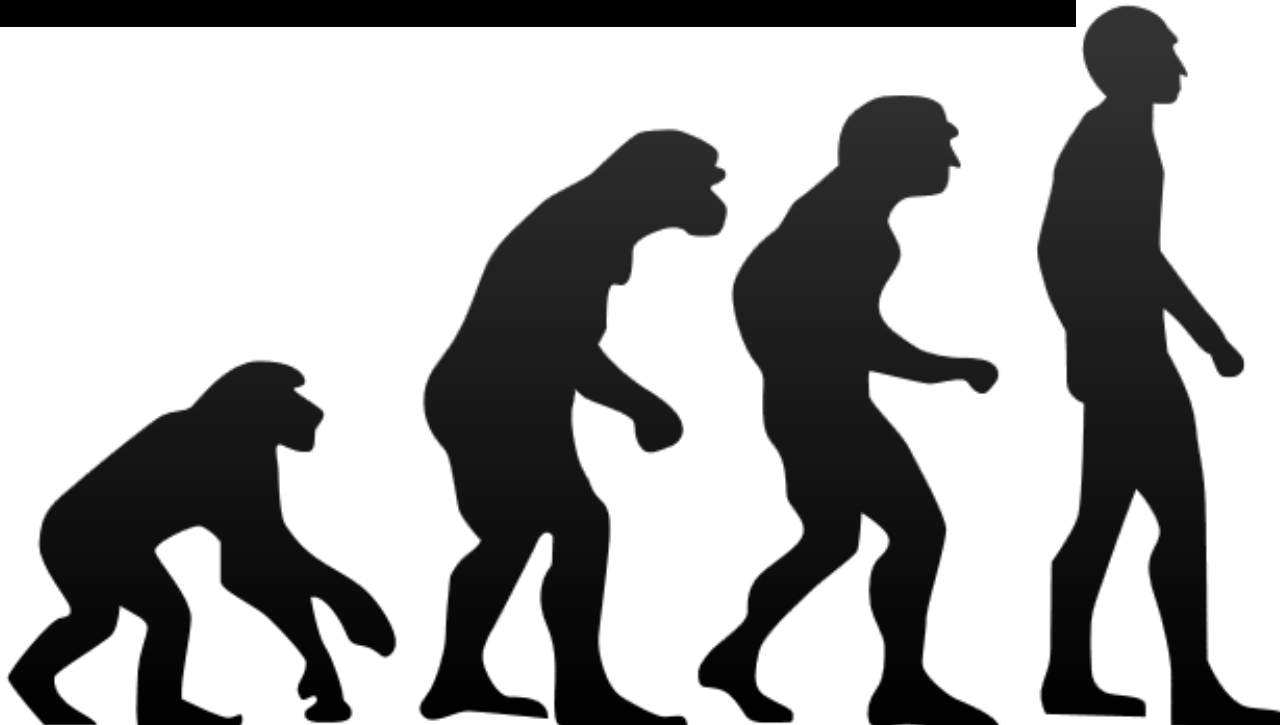
Be the customer

Thenwhat builds great relationships



Great customer
relationships

Relationships - A quest as old as time



Relationships -
Psychology rather
than technology

budd

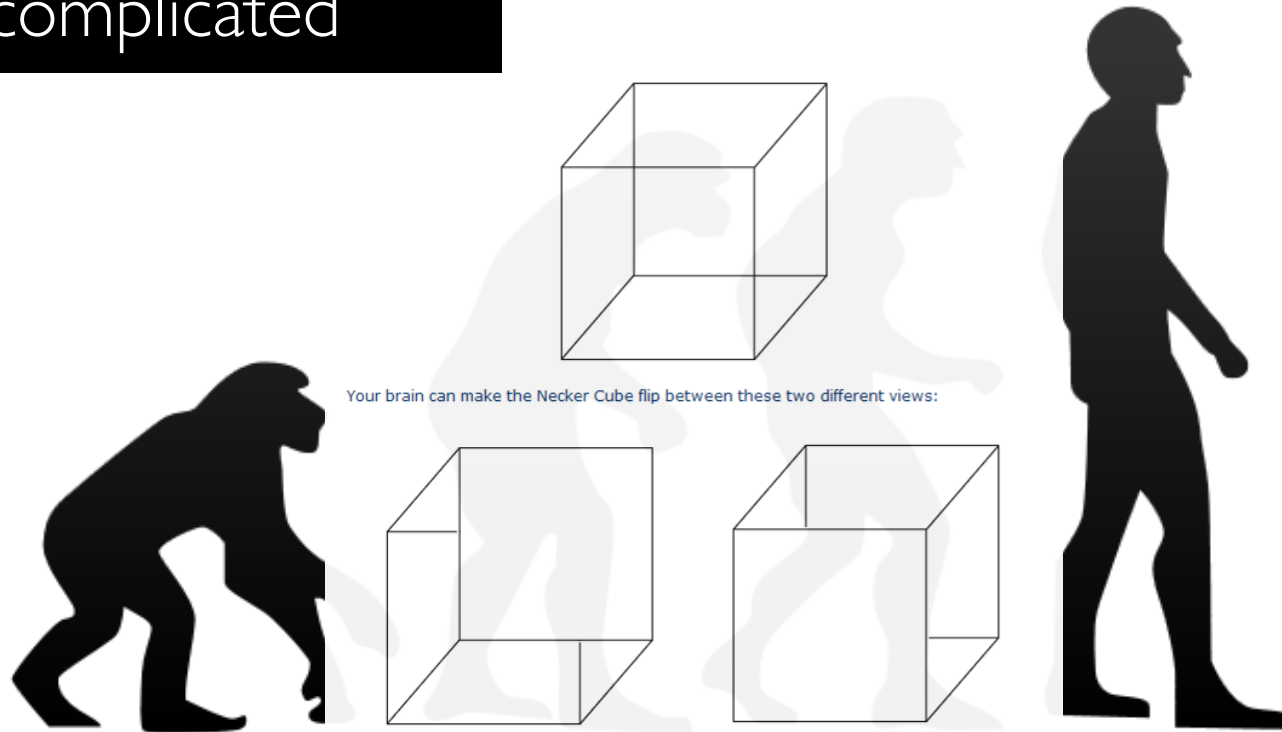


KEEP
CALM
AND
STUDY
PSYCHOLOGY



DEMAND
EVIDENCE
AND
THINK
CRITICALLY

Relationships - Psychology is complicated



Relationships
.....in a digital
world



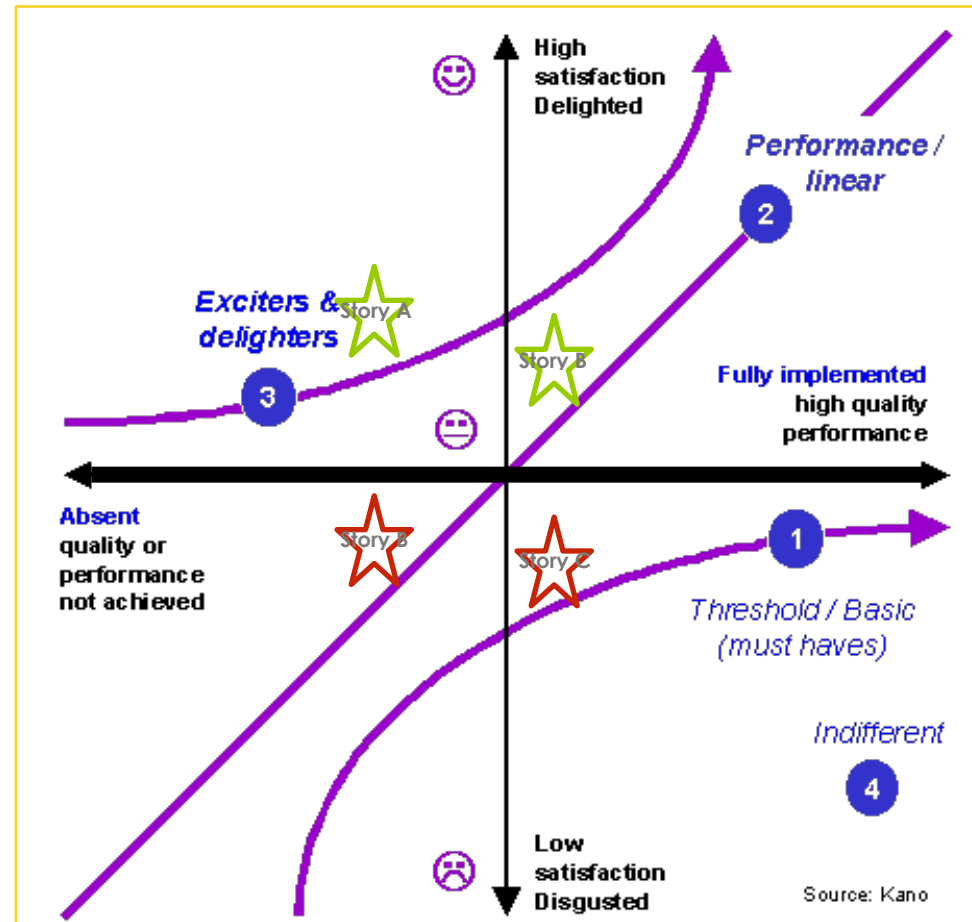
I Basics before delight

Can you delight a customer
if you are not meeting their basic expectations?

Basics before delight

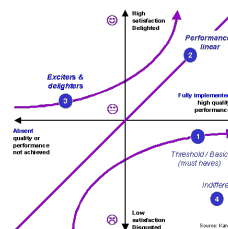
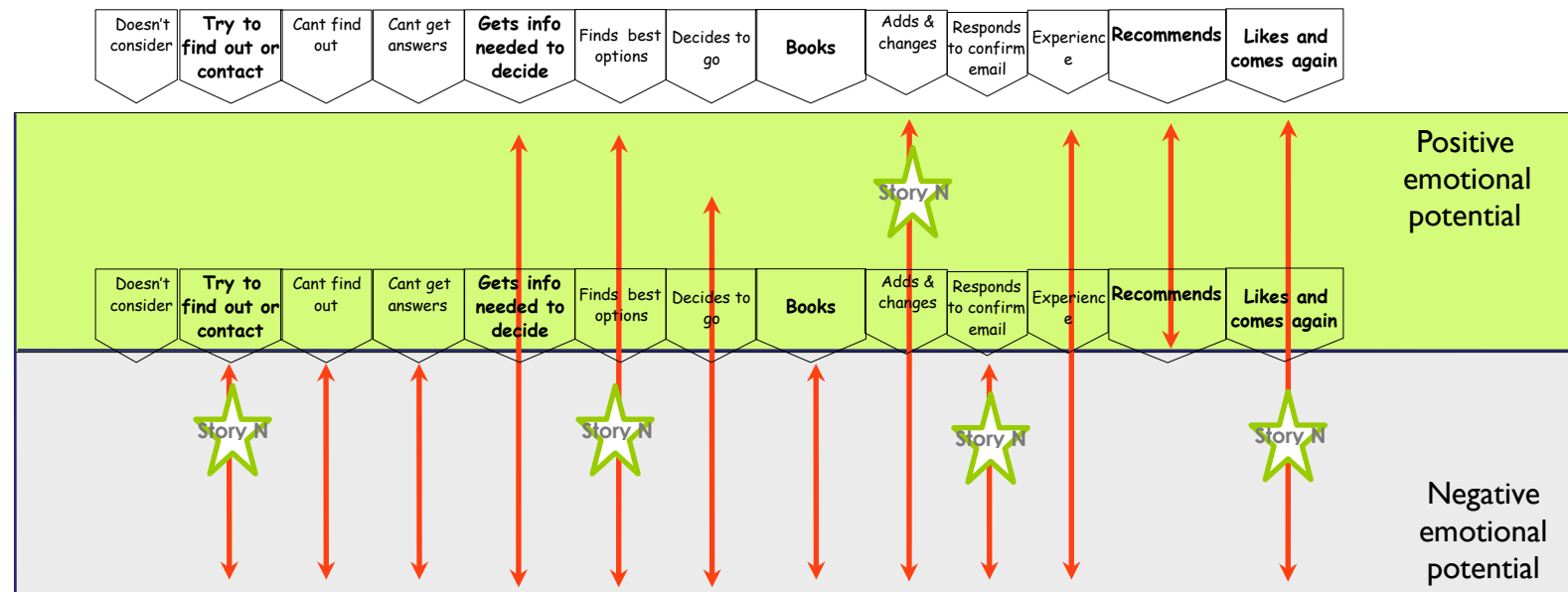
For customers, interactions are:

- 1 - Basic must haves
- 2 - Linear: more = better
- 3 - Delighters



Developed in the 80's by Professor Noriaki **Kano**, the model is based on the concepts of customer quality and provides a simple ranking scheme which distinguishes between essential and differentiating attributes. The model is a powerful way of visualising product characteristics and stimulating debate

Plot the top pain points and opportunities on the customer journey, with their engagement potential



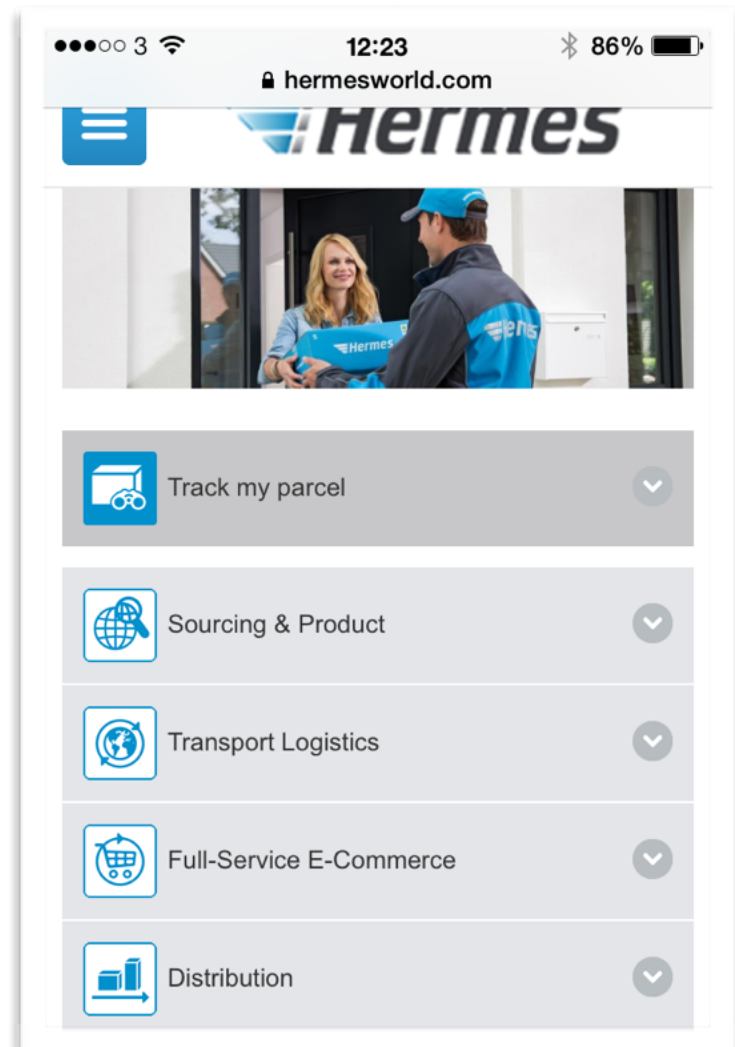
2 Get rid of the dumb stuff

Your Amazon
parcel
882140259075445
4 is with Hermes &
will be delivered
within 24hrs. For
tracking please
visit [https://
www.hermesworld
.com/en/](https://www.hermesworld.com/en/)



Text Message

Send



Get rid of the dumb stuff



Track my parcel



Tracking No

Find parcel



Sourcing & Product



Transport Logistics



12:23 86%

Messages

Hermes

Contact

Copy

More...

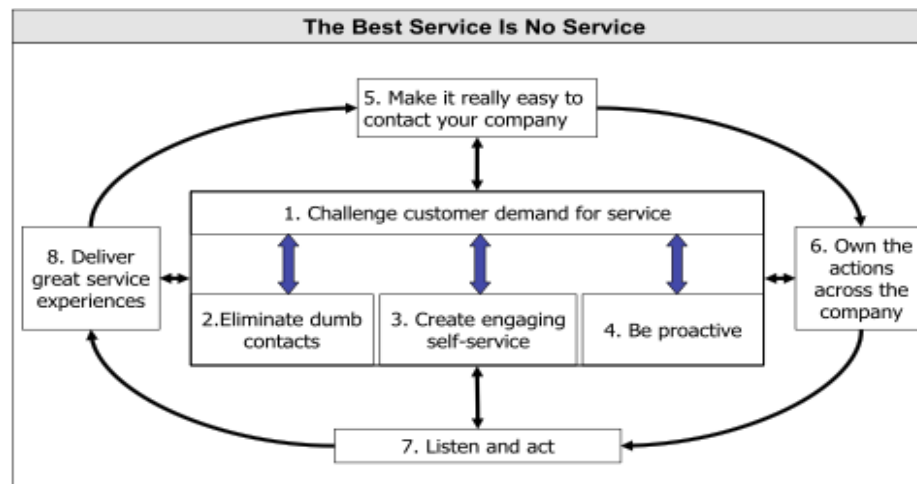
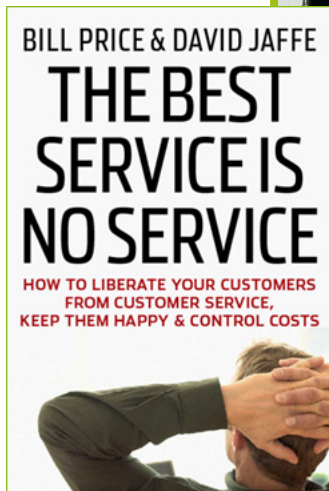
Your Amazon
parcel
882140259075445
4 is with Hermes &
will be delivered
within 24hrs. For
tracking please
visit [https://
www.hermesworld
.com/en/](https://www.hermesworld.com/en/)



Text Message

Send

Get rid of the dumb stuff



3 Choose the right customers

Because the customer's in control



Customer Managed Relationships

Flights

Forums

My Savings

tripadvisor®

U B E R

healthgrades®
Better health begins here

Search Doctors, Hospitals, Specialties or Procedures

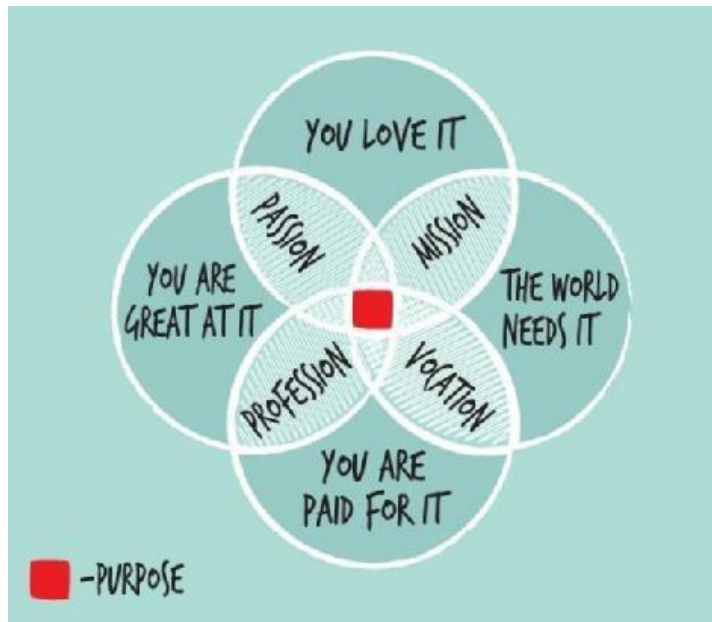
📍 Nearby: Singapore, 01 228211

Oia
Santorini, Greece



Choose the right customers

budd



Choose the right customers

*We promise
to be a good
company.*

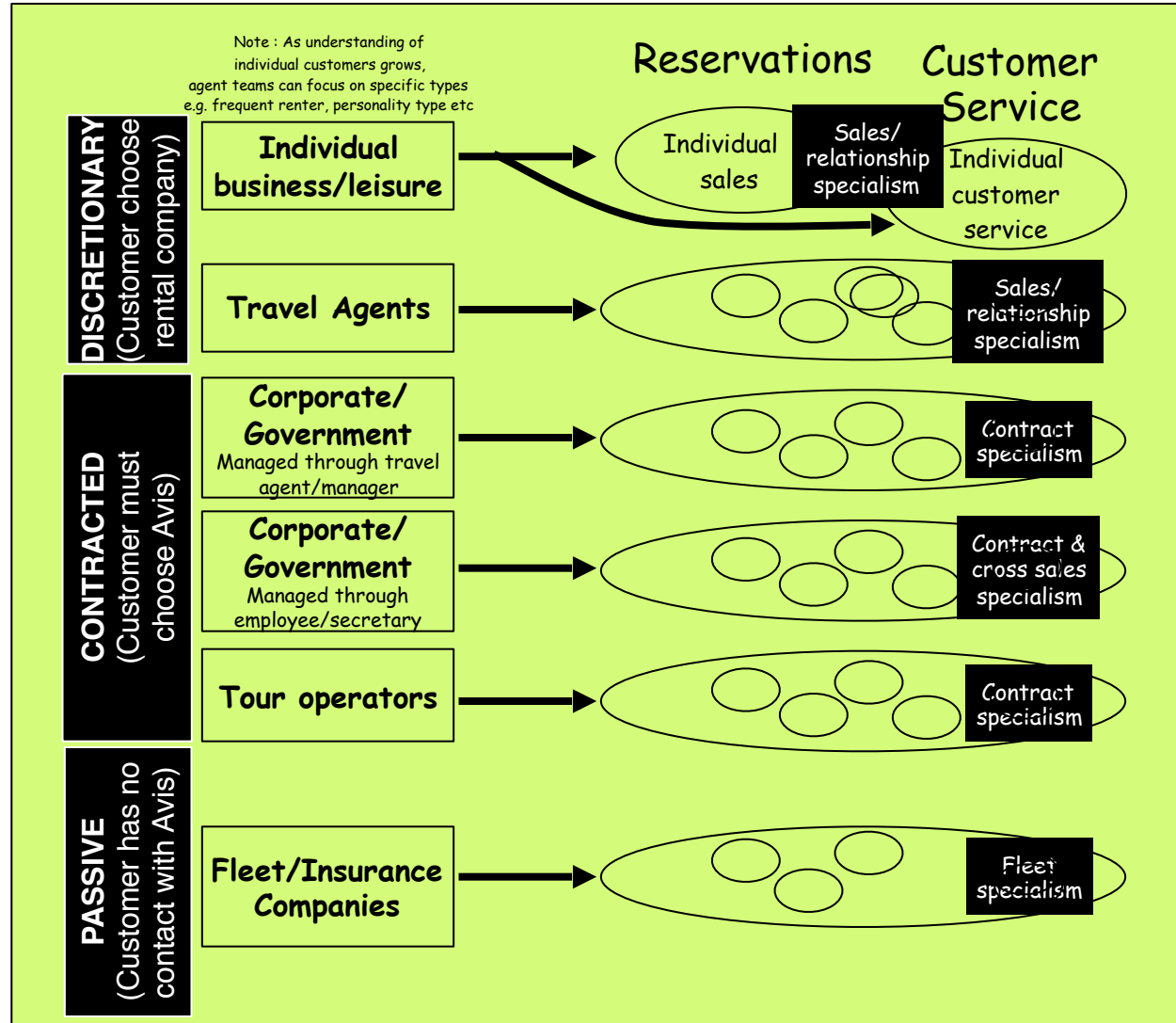
We are not a perfect company, not even close, but our intentions are true. We would like to be judged by the good we do and not just the pretty words we say. Our goal is to deliver products that provide maximum nutritional value and minimal environmental impact which is why everything we make is based on plants.

We promise that making balanced nutritional products that help people upgrade their lives will always come before the reckless pursuit of profit.

We aim to produce the most responsible products possible and are working to make the food industry a more honest place by declaring to be transparent in everything we do.

Lastly, we are not really

Choose the right customers



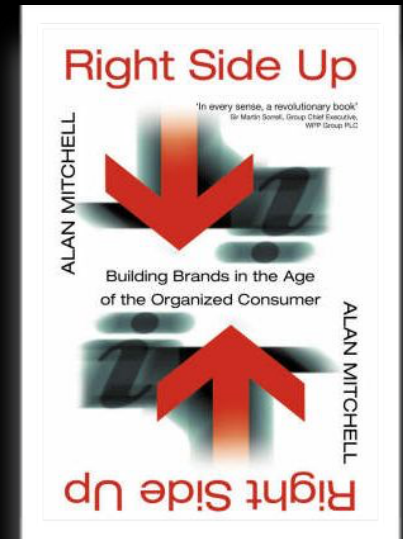
4 Be the customer

Which lens do you look through ?

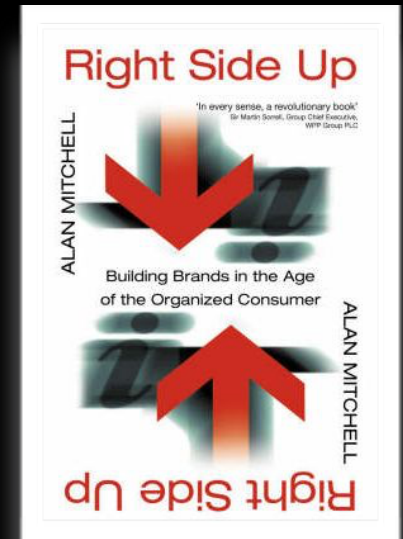


“B2C” or “B2B”

Seller side thinking



Buyer side thinking



Which lens do you look through ?



“B2C” & “B2B”

“Me2B”

Seller

Buyer



Be the customer

“Me2B”

Research has shown the
7 relationship needs



Understand buying and selling

Emotional needs at home, work, for customers - we're humans



What builds great relationships ?

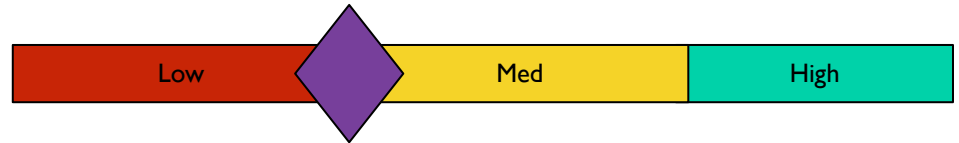
How does your boss, your partner or your bank score ?

Me2B

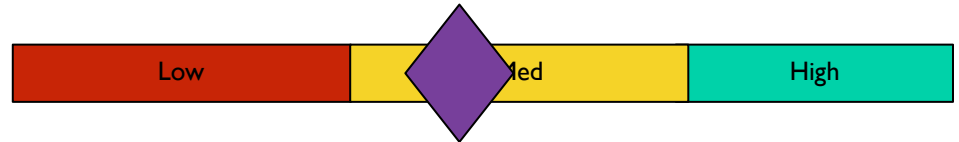
1) You know me, you remember me



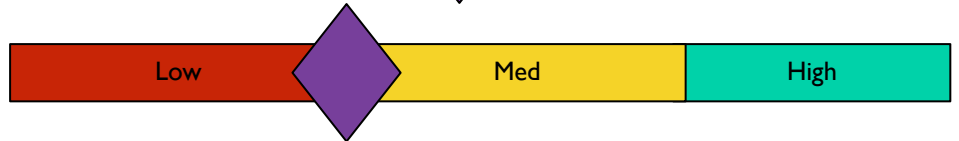
2) You give me choices



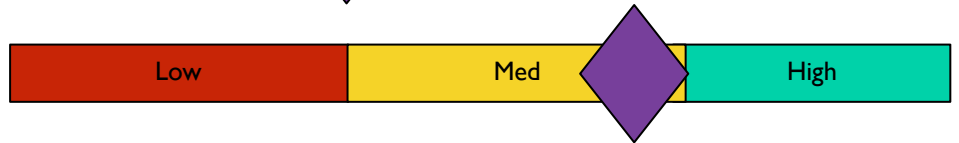
3) You make it easy for me



4) You value me and listen to me



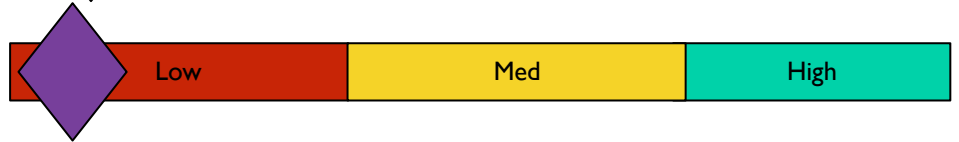
5) You trust me



6) You surprise me with stuff I can't imagine



7) You make me better and do more



You surprise me with stuff I can't imagine

Visual more trustworthy than TV, website or radio (note text on right says it's snowing)

www.trafficengland.com/motorwayflow.aspx#mtf

Google Maps YouTube News Wikipedia Popular

Custom... Phil Cur... Edit Pos... (119) T... (1) Face... Xero | E... Minute... About U... BTW Pe...

Snowing, Low Temperature
Temp: -1°C

[View Traffic Camera](#)


[View Traffic Camera](#)

[View Traffic Camera](#)

Traffic Camera

Highways Agency

Crown © 2013
13:55:49 22/02/13



Camera: 14465 - M25 46/5A J7 [Refresh](#)

The carriageway closest to the camera is Clockwise

J7 Redhill / M23 J8

67 mph

Adverse Weather
M25 J8 with the A217
Snowing, Low Temperature
Temp: -1°C

[View Traffic Camera](#)

[View Traffic Camera](#)

Camera Unavailable.

[View Traffic Camera](#)

[View Traffic Camera](#)

J8 Reigate / Redhill

68 mph

Adverse Weather

The sub drivers of the 7 relationship needs for Me2B (1-3)



1) You know me, you remember me	2) You give me choices	3) You make it easy for me
You know me everywhere & all the time	You let me choose what & how much	You make it easy for me to buy from you
You never ask me something twice	You let me decide how & where I do things	You allow me to use your product or service without contacting you
You know my preferences	I can do it on my time	You let me make the process easy for me
You predict my needs intelligently	You give me the advice that I need, when I need it	You don't make me have to learn to navigate your organisation
You know me & mine	I get to control with whom I work	You get it right for me first time - or if not, fix it once & for all
You know when I don't want to be known	You let me design it	You don't ask me about my effort

The sub drivers of the 7 relationship needs for Me2B (4-7)



4) You value me	5) You trust me	6) You surprise me with stuff I can't imagine	7) You help me do more
You value my potential	You don't tar me with the same brush	You do more than I expect at key moments & delight me with random acts of kindness	You support me beyond the product
You value the length & depth of my relationship with you	You don't impose an arbitrary policy on me, & you allow exceptions	You make the complex world simple for me	You coach me to use things better
You listen to me & act on what I say	You trust my version of events without my jumping through hoops	You treat me like a new customer all the time	You help me use less stuff
You value my time & effort	You enable me to trust you	You only surprise me when it's appropriate	You help me look forward
You make sure your partners value me as you do	You trust me to advise others	You do things I didn't think or know were possible	You help me get things that I didn't think I could
		When you fail me, you do more than just fix it	

You surprise me with stuff I can't imagine



All of this and more, on every flight...



**Allocated seating
included**



**Dedicated bag
drop desk**



Fast track security



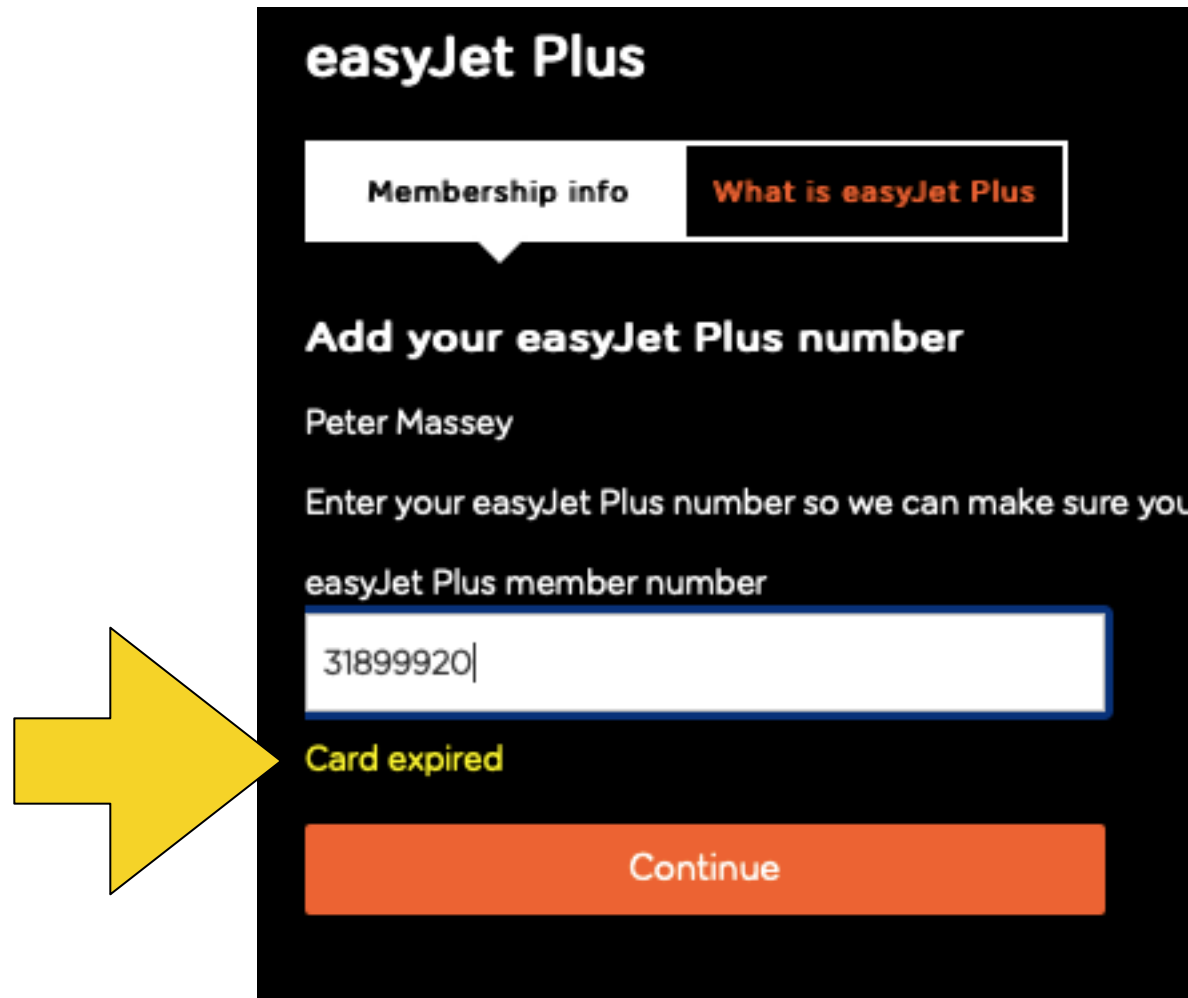
**Additional cabin
bag**



Speedy boarding

Easyjet Plus - a year of all this for the price of one ticket

You make it easy for me



easyJet Plus

Membership info **What is easyJet Plus**

Add your easyJet Plus number

Peter Massey

Enter your easyJet Plus number so we can make sure you

easyJet Plus member number

31899920|

Card expired

Continue

An hour today trying to renew and book a ticket
Changed one digit in number
Will not work even after renewal

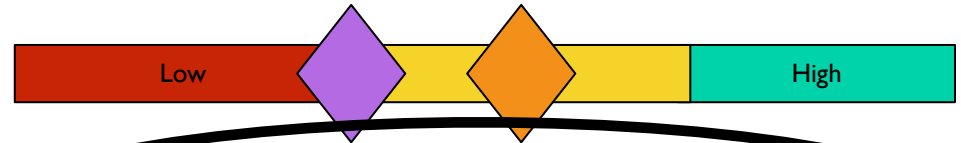
Does it fit your brand promise ?

Me2B

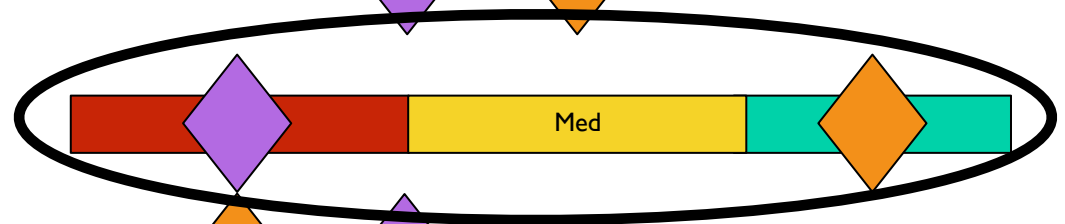
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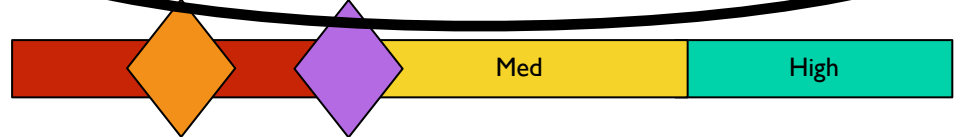
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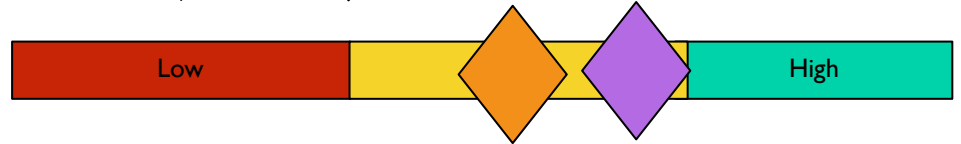
3) You make it easy for me



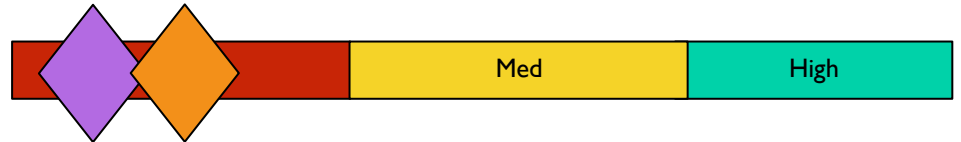
4) You value me and listen to me



5) You trust me



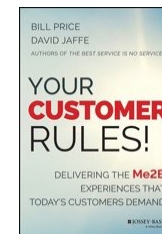
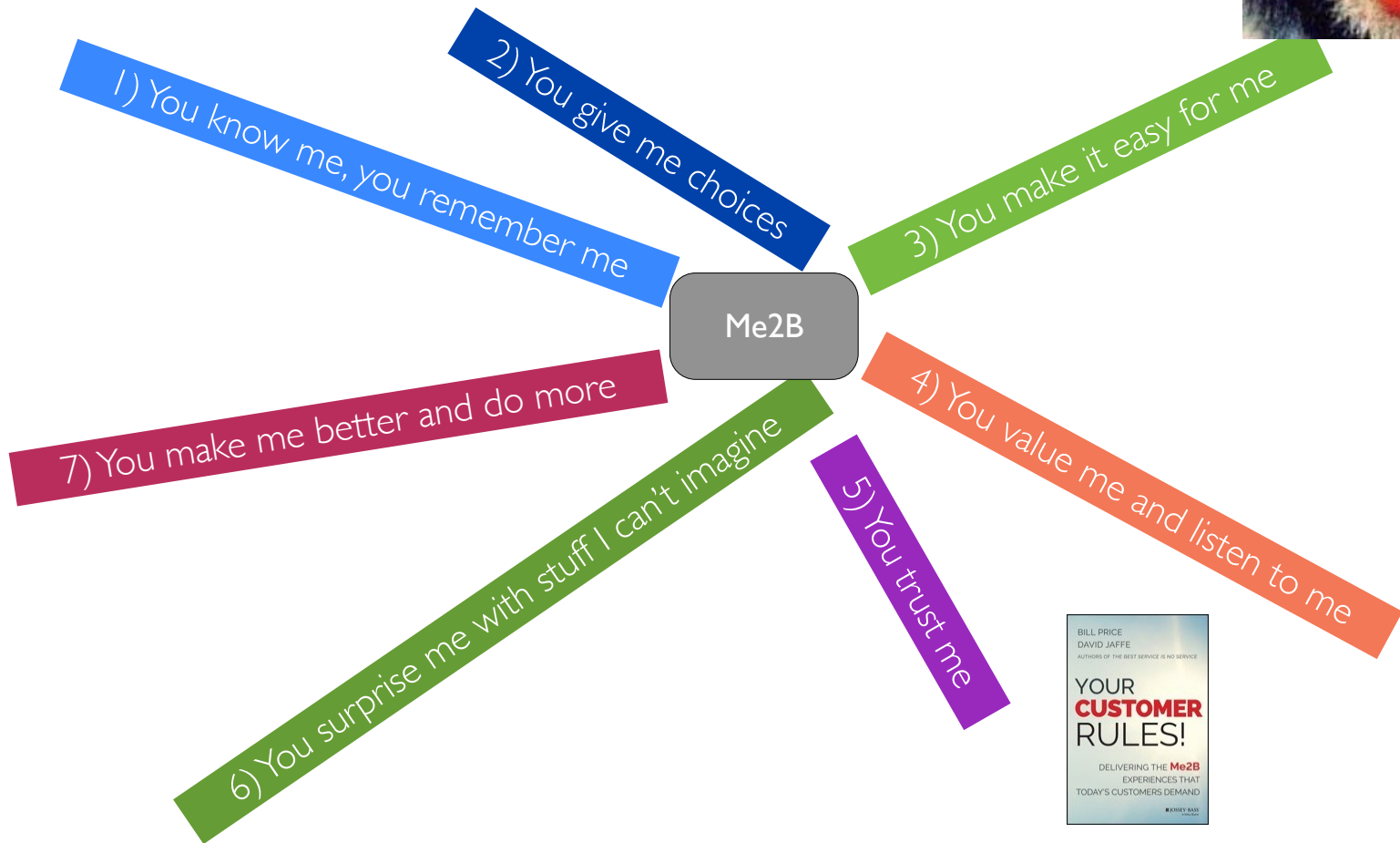
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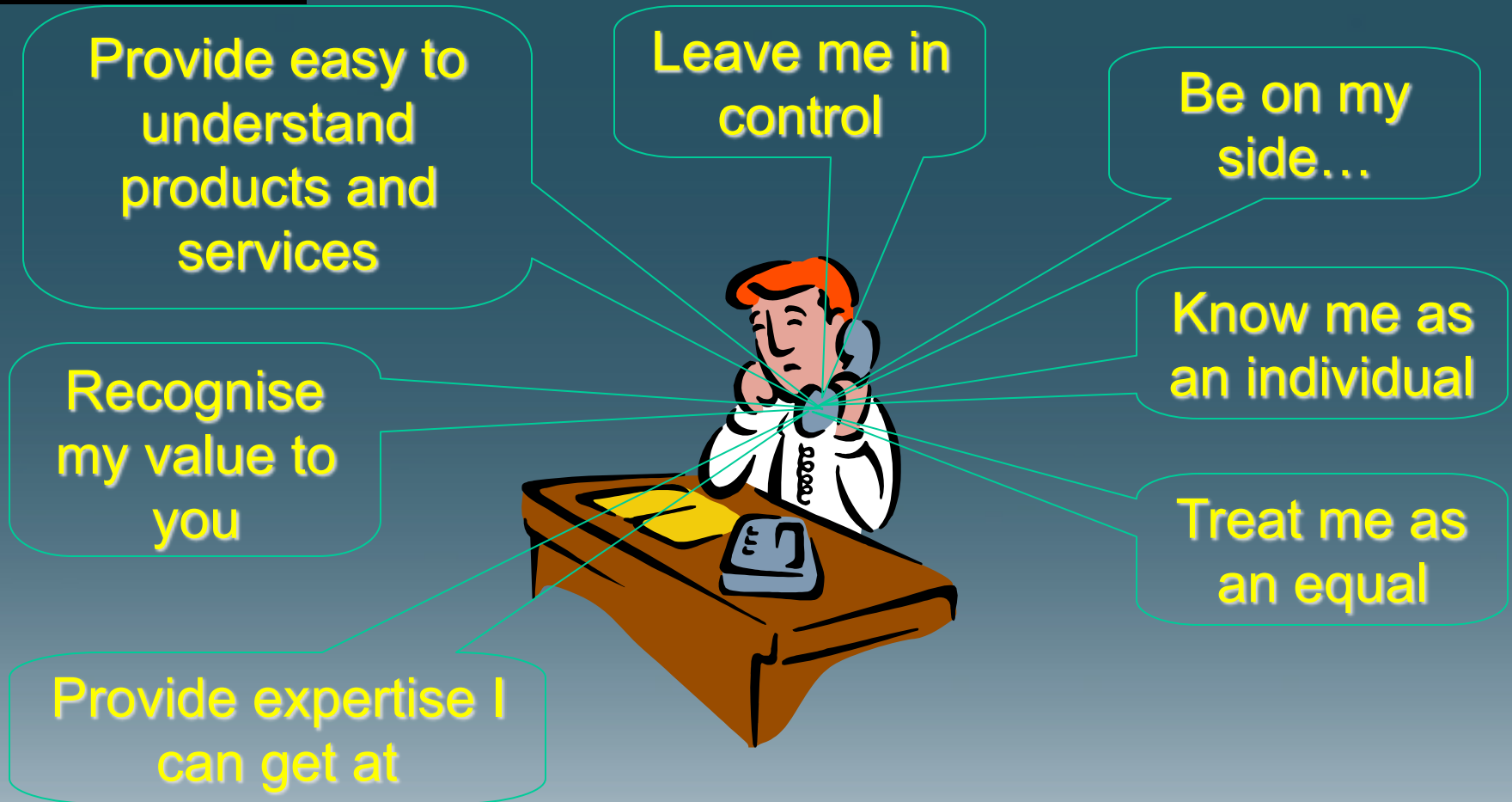


What is your ratio of psychology to technology investment ?



As old as
time

What customers want?



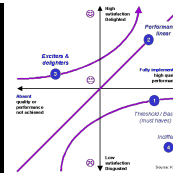
Source: Simon Roncoroni 2000

Source: HSBC Customer Research 2000



Great customer relationships - a quest as old as time

1 Basics before delight



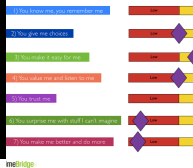
2 Get rid of the dumb stuff



3 Choose the right customers



4 Be the customer



Thenwhat builds great relationships



+44 7802 793515
www.budd.uk.com



<https://www.youtube.com/watch?v=EMFcEvFOVAA>

How do we stop
doing **dumb**
things
to our customers
and our people?