CLIENT GPS 📍

A short, sharp look at where your clients are today, what they value most, what frustrates them, what they long for and how they define what you do.
Prepared 14 January 2019.
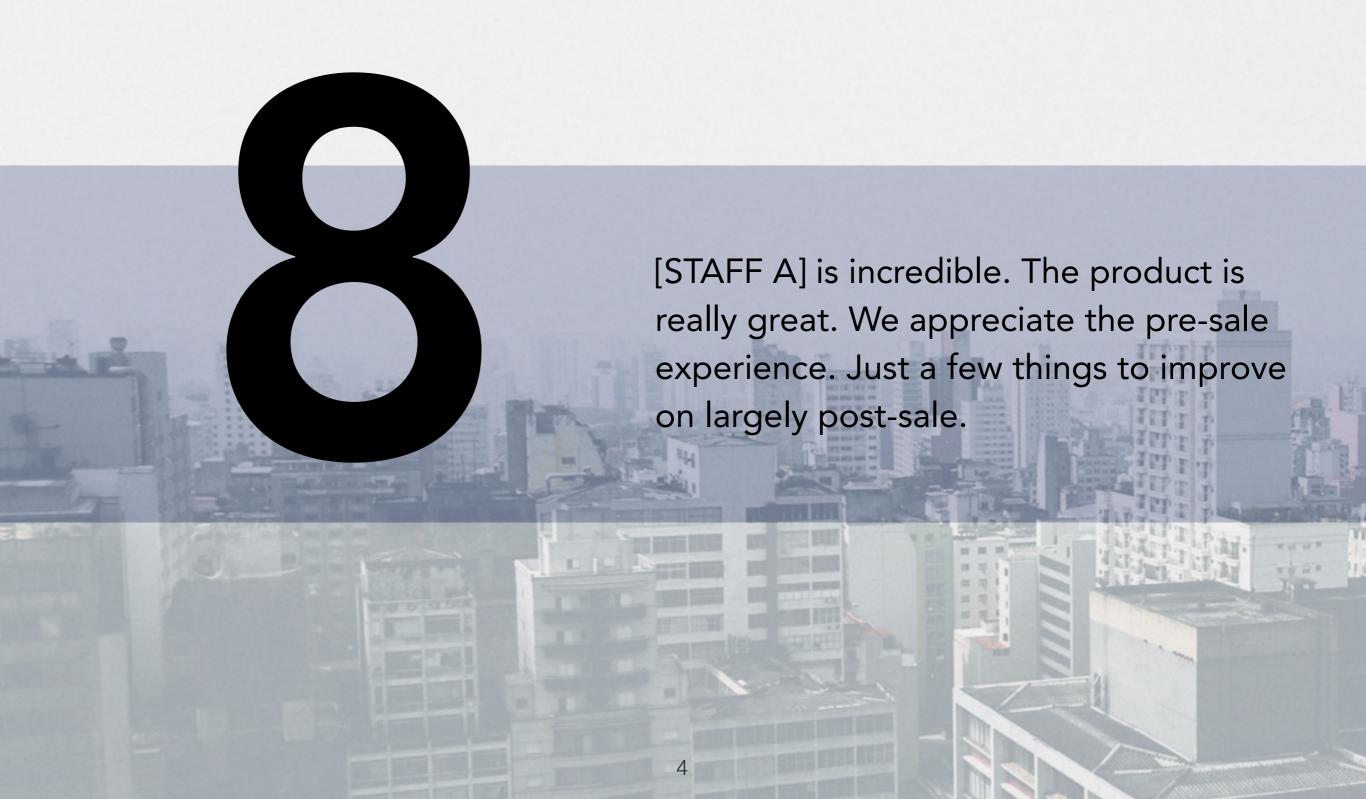
teach
A BRAND TO
F:SH

About this GPS

Filling your funnel is vital; ensuring the integrity of your funnel pre and post sale is equally important. Market Research in this form is about ensuring the integrity of your funnel while resolving the ideal client profile to invite into the top of your funnel.

The following insights came from the 1-to-1 interviews we ran with your chosen 3 to 6 individuals. Perhaps this facilitates the next iteration of your customer experience or at the very least, shifts your perspective on what to focus your efforts on for the short term and/or long term.

- Marks out of 10

- Love

- Dislike

- Wish

- Language to describe [COMPANY]

- Job Titles in Ecommerce

- Insights;

  - people,
  - competition,
  - being found,
  - Digital Relations

8

[STAFF A] is incredible. The product is really great. We appreciate the pre-sale experience. Just a few things to improve on largely post-sale.

1 Helpful

Exceptional product **2**

3 Flexibility

Clarity **4**

1 Helpful

▸ In a word! [STAFF A] .

▸ Pre sales is extremely helpful. [STAFF A] is very responsive to on-boarding us. That was critical as we would have got distracted otherwise then not used their product then thought their product was rubbish.

▸ [STAFF A] helps us so much.

▸ [STAFF A] ; now he is a big reason we stay with [COMPANY].

▸ The support with [STAFF A] is so good. He helps us solve everything. We feel safe with him and we know that our experience will be organised best with [STAFF A] .

2

Exceptional Product

▶ [COMPANY] products and services are awesome - I like them.

▶ Your solution is ***eCRM on steroids***.

▶ They were better at features than the others we audited.

▶ Great value for money.

▶ It's a reliable solution for reaching customers on a mobile platform.

▶ We generate new revenues from push that we couldn't get otherwise.

3 **Flexibility**

▸ Flexibility in finance team is quite good. We are in Iran and it's really hard for us to transfer money and we did a lot of things to solve this problem.

▸ Flexible with us given the seasons we work in. September to January is flat out. February to June is product development.

4 Clarity

▸ They were very clear with the documentation for the contract.

▸ Pre-sales was completely clear.

▸ Everything was explained and made as clear as possible for us. (pre-sale).

DISLIKE

1 Reporting

2 Customer Support

3 Issue Resolve Time

4 Customer Training

1 Reporting

▶ Decent reporting is fundamental to their platform - they don't have even something usable today. Pulling data from their system is a mess.

▶ So much of their data is hard to find.

▶ Data we need is not available to us.

2 **Inconsistent Performance**

▶ We have a roadmap in [COMPANY] - the things that we decide before - and we followed it - and we have 2 meetings a month - and we decided about the performance of [COMPANY] - in some cases it is good. In some cases it is bad

2 Customer Support

▸ Intl. co. needs Intl. customer service desk. Other suppliers respond in real time. [COMPANY] does not.

▸ Eastern world has different weekends - that puts a big strain on our working week as [COMPANY] doesn't accommodate.

▸ Your ticket desk is not helpful because we lose so much time. I answer tickets/skype on my weekend and even then it feels very hard to communicate.

▸ It's not fast, agile or really what I need. [STAFF A] has to get involved all the time…

▸ Documents on their support section of website? Out of date. Our developers figured that out wasting our time and delaying our project.

13

3 Issue Resolve Time

▸ Answering the ticket - is one thing. Resolving the ticket is another. 2 weeks is what's needed, not 2 months. (Tagging Process).

▸ Managing my expectations from outset about best possible outcome, and worst case scenario.

4 Customer Training

▶ Lack of product training.

▶ Promised Use Cases never arrived.

▶ **[COMPANY] is like a BMW with tons of options.** Unless we know what and how those options work, then we may as well not have bought the BMW. Where are all the how-to videos?

▶ We can't be emailing and calling people all the time… when we need to know how to use an option. Where is the how-to information… ?

▶ Show me how we can use this information. I want to maximise my investment. It is very important to use all the features but we can't find anything to help us to learn them all.

WISH

1 Customer Training

2 Communication

3 Collaboration

4 Dev team that cares

1 Customer Training

▸ We must have use cases and how-to videos; please, these are a must have.

▸ When we want to learn something we need demonstration videos included.

▸ Each how-to video must come with text so I can scan at my pace. I do not want to be forced to watch at video pace.

WISH

2

Communications

▶ Improve the Reporting function

▶ Improve Account Management with client core team

▶ Improve the Product Training service

3 Collaboration

▸ Collaborate with us more to bring new features. For example; voucher pulling…

▸ Push us more to use the product. We want to understand it better and maximise its value and use.

▸ When upgrading Gamification - invite us to brainstorm/ collaborate on it with you so you're building something perfect for us.

4 **Dev team that cares**

▸ We want to work with a development team that cares;

  ▸ Tech documents on your support page kept up to date and we are notified when things have been upgraded.

  ▸ Features we need are proactively pursued and worked on with us.

  ▸ A more helpful tech support desk

  ▸ Keep letting our tech rock up and sit with your tech and figure stuff out.

1 eCRM on steroids.

2 Web Push. App Push. Mobile Push

3 Reach customers on mobile devices

Language for [COMPANY]

- ▸ eCRM on steroids.
- ▸ Reliable tool for reaching customers on mobile.
- ▸ Push notifications: web push, mobile push, app push.
- ▸ BMW loaded with options but for ecommerce.

ECOMMERCE JOB DESC

1 Chief Marketing Officer

2 Marketing Manager

3 Digital Marketing Manager

4 Head of CRM

5 Ecommerce Manager

CMO

▸ A CMO: creating, communicating and delivering offerings that have value for customers, clients and/or biz partners.

▸ Understand the company's position in the marketplace, using traditional methods, as well as newer technologies such as data analytics

▸ Determine how and where the company should be positioned in the future

▸ Develop the strategy to drive the organization to that future market position

▸ Manage the Execution of that strategy

Marketing Manager

▶ Manager: manage the marketing resources of a product or business. A marketing manager can be in charge of a single product or brand, or can be a general manager responsible for a broad array of products and services

▶ Managing all marketing for the company and activities within the marketing department

▶ Co-ordinating marketing campaigns with sales activities.

▶ Overseeing the company's marketing budget

▶ Creation and publication of all marketing material in line with marketing plans

Digital Marketing Manager

▸ Digital Manager supports the implementation of the digital marketing strategy for the company

▸ Devising strategies to drive online traffic to website.

▸ Tracking conversion rates, optimising website.

▸ Developing and managing digital marketing campaigns

▸ Utilising a range of techniques including paid search, SEO and PPC

▸ Overseeing the social media strategy for the company

▸ Managing online brand and product campaigns to raise brand awareness

▸ Managing the redesign of the company website

Senior CRM role

▸ Senior CRM is responsible for managing and driving growth of the companies CRM platforms maximising all revenue opportunities

▸ Works closely with sales/marketing director to advise on how to maximise current and prospective relationships through all CRM

▸ Ensure CRM delivers effective sales funnel/efficient sales process

▸ Analysis/Optimise current CRM ensuring its fit for purpose/goals of organisation

▸ Define requirements for effective use of the CRM and its infrastructure

E-commerce Manager

- E-commerce Managers oversee the company's online sales activity. They are responsible for image of company and generating sales online. They oversee a team of web and software developers who contribute to the look and systems of the website
- Responsible for all online activities
- Develop affiliate marketing programs
- Create and maintain an online business plan
- Staying up to date on software or data trends
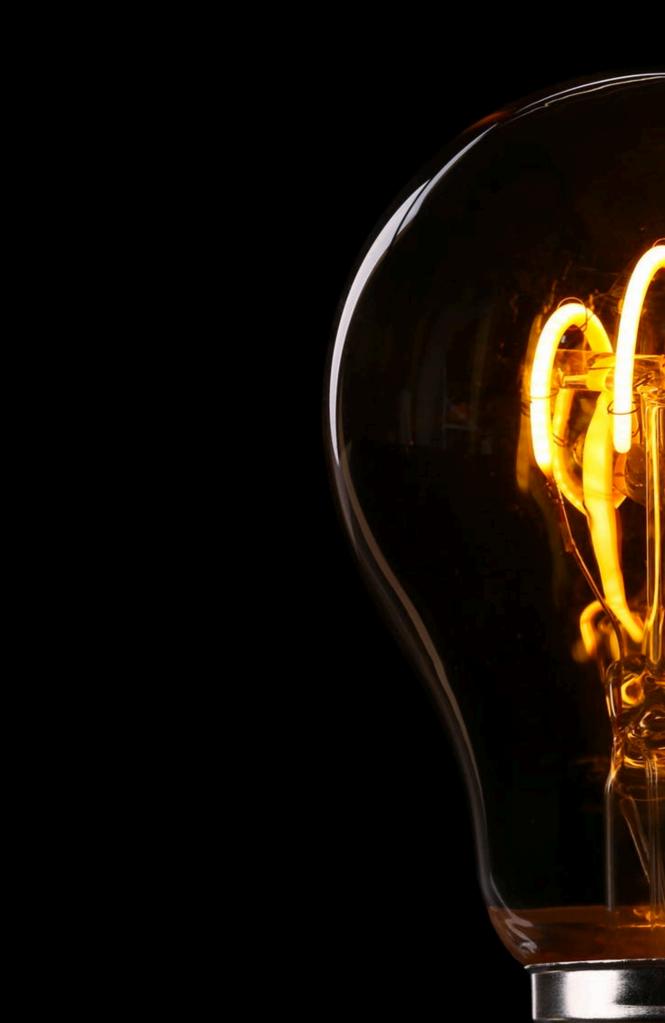- Keep current knowledge of online trends

Notable Comments

▶ <100 employees we find that one job title covers them all. For example a Digital Marketing Manager in a smaller company will have a wider remit that encompasses digital, CRM, commence and more.

▶ >100 employees and the roles and job titles start to specialise meaning a Digital Marketing Manager in >100 employee + firm will look and feel very different from a Digital Marketing Manager in a smaller firm.

Insights.

special att'n

‣ [CLIENT A] plans
‣ [CLIENT B] position and [CLIENT B]'s boss
‣ Wowchers expectations of Reporting
‣ Pigsback tech expertise would have them building the capabilities in-house if a Zombie Apocalypse landed tomorrow.
‣ Job Titles to proactively pursue have been compiled and shared in here for ease of reference.

competition

▸ Analyticus was going to be appointed the Wowcher business…. They didn't get the business because they didn't reply to any email, voicemail or inquiry. 3 in total.

▸ Braze has some serious support and doing some serious marketing, spending and industry shaking.

being found

▶ Keyword search is how the cold market find you. Web Push. App Push. Mobile Push.

▶ Opportunity to leverage those keywords into more innovative ways to be found, be seen and dominate Google.

Digital Relationship Economy

▸ No. We're doing popups and searching for ways to be more human, less AI.
▸ We're actively looking to humanise our processes now not be/stay more digital.
▸ Amazon's brick and mortar shop without cashiers has our attention.
▸ *Phygital* is back/or it's time has come finally and we're keen to understand it and resolve how to leverage it.

?

Meaningful Relationships In a Digital Economy

▶ If this idea were to be used, we'd want to tweak it to be more like this.

▶ In light of the Deep Dive and the contents of this GPS, are there more aligned ideas to leverage here?

35

The end.

INFORMATION
APPLIED
IS POWER