

CARLA – THE VOICE OF THE CUSTOMER



IDEAL CLIENT FOR

UNCOVERING CUSTOMER NEEDS

VP OF INSIGHTS

GENDER: Female

AGE RANGE: 40-60 yo

SAYS THINGS LIKE:

- » "This is what matters to the customer"
- » "These are the best practices"
- » "How 'Why/Why?' 'Why?' to get on the next level"

CHARACTERISTICS:

- » Substantive person
- » Objective
- » Disciplined
- » Rigorous (there are no shortcuts)
- » A planner / service provider
- » Consensus builder
- » Professional
- » Balance profiles with internal customers
- » Very business focused
- » She often put her difference practices
- » Consumes a lot of content: strategy docs, conferences, journals...
- » Focuses on what matters to understand the data internally
- » Has the soft skills of research nailed (personas)

TYPE OF MANAGER:

Collaborative & disciplined.

HOW SHE SEES HERSELF:

She brings the voice of the customer to the corporate strategy

WHAT KEEPS HER UP AT NIGHT?

Are we focusing on the right things?

The need to constantly check the value of her team's contributions, as seen in her customer generating department

WHAT WOULD EMBARRASS HER?

- » Contradictory data, being proven wrong
- » Not being 'in the know' about new developments in insights gathering

CHALLENGES:

- » Limiting and holding budget
- » Finding value
- » Too much content and people talking
- » CTR internally
- » Finding turnkey providers and deliverables
- » Needs to be able to talk to the customer
- » Is the middleman
- » Prioritizing the biggest problem over the problem du jour (the loudest problem)

WHAT WILL GET HER ATTENTION:

- » Show me how you can be a turnkey, reliable partner and how your insights are unique and will add value to understanding the voice of customer.

- » Supply data and great results
- » Longer format works for her - I expect to know that I don't do anything half baked
- » Details matter

WHAT DO WE WANT HER TO SAY ABOUT OUR FINDINGS?

"We never would have thought..."